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VIACOM

November 1, 2004

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, DC 20554

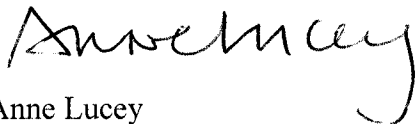
RE: Broadcast Localism Notice of Inquiry, MB Docket No. 04-233

Dear Ms. Dortch:

In response to the Commission's Notice of Inquiry on broadcast localism, Viacom is pleased to submit the attached description of localism initiatives undertaken by its Viacom Television Stations Group television stations and Infinity radio stations.

Please contact the undersigned if you have any questions.

Sincerely,



Anne Lucey

Attachments

Localism and Independence at Viacom Television Stations Group Stations

Executive Summary

Viacom Television Stations Group (VTSG) comprises 35 full-service television stations in some 27 markets around the country whose central focus is service to the local community. Sixteen of these stations are affiliated with the CBS Network, 18 with the UPN Network and one is independent. Each station is managed and operated by a local team that is committed to serving its local community by broadcasting programming covering local public affairs, local emergencies, local politics and local civics and culture. In addition, off-air, VTSG stations and their employees are actively involved in community activities and community events by participating in and donating to thousands of community and charitable events.

The following nearly 200 pages contain only highlights of the ways in which VTSG stations serve their local communities. For example, with respect to local news, the summary shows that VTSG dedicates hundreds of hours of airtime each week and spends hundreds of millions of dollars providing its viewers with high quality local news, in addition to the hundreds of hours of national CBS News aired each week on VTSG stations affiliated with the CBS Network. Specific examples of local news commitments include:

- WCBS-TV (CBS), New York, NY, airs 30.5 hours of local news per week, representing about 19% of its weekly programming schedule. It spends more than \$40 million annually producing its local newscasts.
- KCBS (CBS) and KCAL (Ind.), Los Angeles, CA, air about 34 hours and 30 hours, respectively, of local news per week, representing on average about 19% of each station's broadcast week.
- WBBM-TV (CBS), Chicago, IL, broadcasts 30 hours of local news each week, a one-third increase over the previous year.
- KYW (CBS) and WPSG (UPN), Philadelphia, PA, together offer about 47 hours of local news each week. KYW's news department alone is staffed with 159 employees, and it plans to increase that number in 2005 with the addition of even more news programming.
- KPIX-TV (CBS), San Francisco, CA, provides some 27 hours of local news each week, in addition to 30-second *News on the Hour* updates each day. The station's news staff alone has 125 full-time and another 25 part-time employees.
- WBZ-TV (CBS) and WSBK-TV (UPN), Boston, MA, together broadcast some 41 hours of local news each week. WSBK-TV provides viewers in the market with *The Morning News*, which offers local news as an alternative to national network morning shows offered on other Boston stations, and *The Nightcast at 10*, which airs evening news at an earlier hour.
- KTVT (CBS), Dallas, TX, airs about 30 hours of local news per week. Just this year, the station created an editorial board to solicit and present editorials on important local issues.
- WCCO-TV (CBS), Minneapolis, MN, provides 27 hours of local news each week, and dedicates individual reporters to covering local education, local politics and local consumer issues, as well as a medical team to cover health issues.
- WFOR-TV (CBS) and WBFS (UPN), Miami, FL, have invested more than \$15 million in their local news and together air nearly 40 hours per week of local news. WBFS just added a daily two-hour morning news programming this fall.

- KCNC (CBS), Denver, CO, airs 34.5 hours, or 20% of its weekly program schedule, to local news. KCNC has a critic at-large, who offers periodic commentaries on significant issues.
- KMAX-TV (UPN), Sacramento, CA, airs local news coverage through its morning show, *Good Day, Sacramento*, which airs five hours per day on weekdays and, most recently, six additional hours on weekends. KMAX-TV is also in the process of providing this programming in Spanish over its SAP channel.
- KDKA-TV (CBS), Pittsburgh, PA, airs nearly 40 hours of local news each week, more than any other Pittsburgh station and representing some 30% of its programming schedule.
- WJZ-TV (CBS), Baltimore, MD, offers about 35 hours, or nearly 21% of its program schedule, of local news each week. WJZ-TV spends more than \$12 million each year on its local newscasts and has 112 employees dedicated to news product. It added a one-hour Saturday morning newscast just this fall.
- KUTV (CBS), Salt Lake City, UT, provides about 38 hours of local news each week. Over the past several months, the station has added 30 minutes of news to the weekday morning show and a new weekend morning news hour on Saturday and Sunday.
- KEYE-TV (CBS), Austin, TX, invests more than a quarter of its operational expenses to local news product. Just last month, it launched weekend morning news programs, for a weekly total of 23 hours of local news per week.
- WFRV-TV (CBS), Green Bay, WI, dedicates more than a quarter of its annual expenses to its local news, and provides 46.5 hours of local news each week. Just this year, the station added a one-hour Saturday newscast.

VTSG stations are equipped and staffed to provide their communities with critical emergency-related programming. Stations have invested tens of millions of dollars in acquiring ENG microwave, satellite trucks and helicopters to enable them to gather local news on the scene and to cover local natural and other disasters. VTSG stations also have purchased and installed costly weather systems, including Doppler radar, to track and report local weather events. As an example of what these investments mean for local viewers, in Los Angeles, KCBS (CBS) and KCAL (Ind.) have continued to abide by their goal of being first on the air and last off the air with emergency-related news, most recently this past summer when the station provided comprehensive coverage of the fires in north Los Angeles County. At WBBM-TV (CBS) in Chicago, this investment paid off just this past spring, when a series of tornadoes hit downstate, inflicting extensive damage to the small Illinois town of Utica. The station's weather anchor was on air with continuous coverage of the weather emergency. And the investment in newsgathering and weather equipment enabled WFOR-TV (CBS) and WBFS (UPN) this fall to provide wall-to-wall coverage of the four hurricanes that threatened or struck their Miami-area viewing communities. This coverage included up-to-date information about area closures, evacuation orders and live reports from local and state governments, as well as on-the-scene reports. The VTSG Miami stations own some of the most technically advanced weather reporting equipment in the area, which allows their team of meteorologists to pinpoint exact areas of weather disturbances so that they can keep their viewers informed and prepared.

VTSG stations round out their local news and emergency programming with coverage of local public affairs, politics, and local civic and cultural events. Examples of VTSG's commitment to local public affairs include KPIX-TV (CBS), San Francisco, which produces a daily half-hour local program *Evening Magazine*, airing at 7 p.m. and celebrating the people and places of the Bay area. The show is rebroadcast on sister station KBHK-TV (UPN). WBZ-TV

(CBS) in Boston produces and airs *Centro*, a regularly scheduled news interview broadcast segment providing an in-depth exploration of issues of concern to the Latino community. VTSG stations affiliated with the UPN network are committed to regular coverage of local public affairs with programs featuring local community leaders, health care professionals and educators, such as: *Focus Atlanta*, aired each week on WUPA; *Street Beat*, produced by and aired each week on WKBD-TV in Detroit; *NW Inside Out*, aired weekly on KSTW in Seattle; *Bayside*, aired each week on WTOG in Tampa, FL; *Indiana Focus*, locally produced and aired each week on WNDY-TV in Indiana; *The Lynne Hayes-Freeland Show*, a program focusing on issues significant to the area's local African American community and aired on WNPA in Pittsburgh; *Focus on South Florida*, aired on WTVX in West Palm Beach; *Spotlight*, produced by and aired on WWHO-TV in Columbus, OH; *Studio UPN Live!*, broadcast each week on WGNT-TV in Norfolk, VA; *Crescent City Magazine*, broadcast each week on WUPL-TV; and *Oklahoma Close Up*, produced by and aired on KAUT in Oklahoma City.

With respect to political programming, VTSG has renewed its pledge to devote five full minutes each night to political coverage on all local evening news broadcasts, a pledge also made and fulfilled during the 2000 election season. In addition, VTSG stations on a regular basis provide their viewers with hours of substantive political coverage -- from extended profiles on candidates to breaking news from the campaign trail to in-depth analysis of the issues facing voters. Many stations also sponsor and air live debates between candidates. For example, WCBS (CBS) hosted, co-produced (with CBS News and the New York Times) and broadcast the 2004 Democratic Candidates Presidential Debate. KYW-TV (CBS) and WPSG-TV (UPN) in Philadelphia, aired the Pennsylvania Association of Broadcasters Senatorial Debates this past April and October. KDKA-TV (CBS) in Pittsburgh is the only station in its market to regularly cover local politics --and with a full-time political analyst. It is also the one station in the market which regularly airs political debates --and in highly viewed time periods. KUTV (CBS) in Salt Lake City gives wide coverage to debates for local candidates and on referendum issues. In late September, the station taped and aired a 30-minute debate between candidates for the Second Congressional District, which was later broadcast by C-SPAN. This debate was followed by a live, half-hour debate between candidates running for Salt Lake County Mayor. KUTV also aired a live, half-hour Governor's Debate last month. And in September, the station provided an hour-long debate on Proposition 3, a referendum issue that proposes to define marriage.

VTSG stations' commitment to political coverage was documented in a study of 50 randomly-selected stations conducted by the USC Annenberg School and the University of Wisconsin. That study found that all 10 VTSG stations that were included in the review performed average or above in their commitment to political coverage. The Annenberg Public Policy Center and the Pew Charitable Trust also singled out two VTSG stations -- KCNC-TV Channel 4 Denver and WCCO-TV Channel 4 Minneapolis -- for their commitment to political and issue coverage.

Further, CBS News produces a 30-minute weekly program on the 2004 presidential campaign for the 18 Viacom-owned UPN stations and KCAL (Ind.) in Los Angeles, as well as other UPN affiliates. The program, entitled *Make it Count*, will run for nine consecutive Sundays, concluding on November 7, the Sunday after the Nov. 2 national election. This program offers viewers a spirited and fresh mix of reporting on Campaign '04 to help illuminate and explain the latest news and most pressing issues.

Coverage of local civic and cultural events round out VTSG stations' local programming schedules. Examples of such programming include, on KTVT (CBS) and KTXA (UPN) in Dallas, airing of the Martin Luther King Day parade, Black History Month celebrations, State Fair Scholarship luncheon, and the Mi Escuelita Family Health Fair. WCCO-TV (CBS) in Minneapolis airs coverage of the TCF Holidazzle Parade, Aquacentennial Block Party, Music in

the Zoo and the Minnesota Orchestra's Zommerfest. KCNC (CBS) in Denver airs a live, three-hour broadcast each year of the holiday concert featuring the Colorado Symphony. In Green Bay, where farming is important to the area, WFRV (CBS), the only station with a professional agricultural reporter on staff, targets the rural and agricultural community in its noon newscasts.

In sum, VTSG stations are managed and operated by local teams who decide at the local level how to run and program their stations. But they do not do so in a vacuum. Rather they decide what issues and events to cover with the input of community leaders and others in their local viewing areas. Stations meet regularly with such community members via advisory boards, partnerships and other gatherings. And while the stations are owned by the same company that operates the CBS and UPN networks, they do not hesitate to preempt network and syndicated programming when necessary to serve their viewers. Indeed, the VTSG stations preempt regularly scheduled programming to air local professional and school sports games and programs, breaking news and emergency programming, local holiday celebrations, parades and other local events.

LOCALISM AND INDEPENDENCE AT
VIACOM TELEVISION STATIONS GROUP
STATIONS:

THE MANY WAYS WE SERVE OUR
COMMUNITIES

INFORMATION AS OF
OCTOBER 15, 2004



**WUPA-TV
ATLANTA, GEORGIA
LOCALISM INITIATIVES**

Local News

- On April 5, 2004, UPN Atlanta launched a local newscast, *UPN Atlanta News at 10*. The newscast airs M-S from 10pm-10:35pm.
 - The newscast is designed to appeal to a younger, urban audience, mirroring the UPN Atlanta viewer.
 - The design to achieve our demo goal was done through the use of graphics, music and anchor selection.
 - The stories are designed to be more local in nature, appealing more to our viewers and addressing issues that are faced by viewers of UPN Atlanta.
 - *UPN Atlanta News at 10* aired expanded hour long news on Election Day, July 20, 2004. The newscast will also be expanded to an hour to cover the presidential election.

Local Public Affairs

- Weekly program: "Focus Atlanta"
 - Thirty minutes in length
 - Broadcasts every Sunday at 12 noon.
 - Features live discussions with host and various guests
 - Covers local community issues, organizations, and cultural events
 - Topics include cultural awareness, health, education, minority entrepreneurship, etc.

Creating or Selecting Programming

- Ascertainment from our viewers is done in many ways:
 - Public Affairs Director attends various organizations' general body meetings
 - Internet requests for suggestions, comments can be found at www.upnatlanta.com
 - All phone calls are accepted and/or returned
 - All viewer mail is accepted and responded to
 - Visitors and Focus Atlanta Guest are asked to complete a survey

Emergency Programming

- This station participates in AMBER and EAS
- On September 4, 2004, UPN Atlanta devoted 9 hours of uninterrupted program time to Hurricane Frances coverage. UPN Atlanta picked up the signal from our sister station in Miami, (WFOR) and rebroadcast their news coverage of the event. This was a valuable public service for our viewers because of the many Florida residents that evacuated to the Atlanta area. The station received numerous e-mails and phone calls thanking the station for providing the coverage.

Political Programming

- Weekly program: “Make It Count”
 - Thirty minutes in length
 - Broadcasts every Sunday at 11:30 AM
 - Features all the facts and information needed to make an informed decision on Election Day.
- Several PSAs air daily on the importance of voting featuring network stars
- Weekly reminders are made regarding voter registration deadlines and a reminder to get out and vote through our PSA rotation

Civic, Cultural and Other Community-Responsive Programming

- Over the past year, we aired over 5,000 PSAs; which is approximately 41 hours of airtime.
 - Aired Black History Month PSAs which featured historical greats such as The Tuskegee Airmen, and Garrett Morgan.
 - Aired Military Greetings from members of the armed forces from overseas. The greetings focus on holiday salutations to family members residing in the Metro Atlanta area.
- UPN Atlanta airs a locally produced entertainment and informational program titled *Atlanta Tonight*. The program airs M-S from 10:35pm - 11pm, prime time.
 - *Atlanta Tonight* covers all topics related to the Atlanta market. It is a local program about and for the local community.
 - *Atlanta Tonight* is the only locally produced program of its kind in the market.
 - Not only does the program cover cultural events of interest, but also features stories related to significant health and social issues. Some of those issues include: Breast Cancer Awareness, Brain Tumor Research, Programs for underprivileged youth, and fundraisers for a variety of organizations and causes. For instance, *Atlanta Tonight* covered a fundraiser for Christopher McClendon, a rising local High School football star paralyzed by a tragic auto accident.

Music

- Local artists are featured regularly on *Atlanta Tonight*.

Station Participation in Community Activities

- UPN Atlanta HIV/AIDS PSA “Statistics Begin with One Person – Change Can Too”

The rate at which African-American women are contracting the HIV virus is alarming. The UPN Atlanta HIV/AIDS on-air education initiative was designed to speak to minority women between the ages of 18-35. We developed a series of public service announcements with talent that we thought would speak to that generation. The complete series consisted of six: 30 spots. We featured two professional athletes from the Atlanta Falcons, a Hispanic female DJ from the hottest hip-hop radio station in town, our African-American female sheriff of Fulton County, a celebrity DJ (DJ for Ashanti, LL Cool J, etc.) and rapper BoneCrusher.
- MDA Labor Day Telethon

For the past six years UPN Atlanta has been the “Love Network” for the Jerry Lewis MDA Telethon. On September 5-6, 2004 devoted 21 ½ hours to raising money for “Jerry’s Kids”. A record \$1,251,000 was raised on the local level. All of the donated money stays in the greater Atlanta area to help children and adults diagnosed with over 40 Neuromuscular Diseases.

- Job Shadow Day

In 1999 we began a tradition for Groundhog Day with Junior Achievement of Georgia, Inc. We sent station representatives to schools to speak to students and participated in Job Shadow Day where the kids came to us. During Groundhog Job Shadow Day 2003 we had 100% station participation.

- Employee Giving Campaigns

The management and staff participate to a charity drive at least once a year. We have given the donated items to The Task Force for the Homeless, Hosea Williams Feed the Hungry, and My Sisters House. In 2004 over 6,000 toiletry items were donated to Samaritan House for the Homeless.

- Career Days

We have received numerous awards of recognition from middle schools like Forest Park, Avondale, Bear Creek and JFK for sending a station representative to speak on career day every year since 1999.

- Viacomcommunity Day

In the spirit of community service every year, the staff of UPN Atlanta joins forces with other Viacom entities including MTV networks to spend a day volunteering in the Atlanta community. Volunteers work cohesively for a non-profit organization in the hopes of establishing a relationship of growth for the community. Organizations that have benefited from "Viacommunity Day" include Habitat for Humanity, Teens At Work, Boys and Girls Club of Metro Atlanta, Boulevard House, Ansley Pavilion Retirement Home, Atlanta Community Food Bank and the MLK Jr. Center for Non-violent Change. In 2004 we prepared meals for Project Open Hand.

- Station Tours

UPN Atlanta has provided guided tours of the station to the University of Florida Ad Society, Cub Scouts of Gwinnett County, Girl Scouts of Northeast Atlanta and Grady High School students.

- Charitable Contributions

The Eighth Annual Arby's Charity Tour was given a \$5,000 donation in April 2003 when UPN Atlanta both sponsored a hole at the golf tournament and a table at the banquet. In May we donated \$195 to the Rolling On for MDA motorcycle ride. In September a donation of \$2379 was given to the Emma Bowen Foundation. In both October and November of 2003 two separate computer donations were made to ReBoot, a non-profit organization that acquires computer equipment, evaluates it, repairs it, loads licensed software, and distributes the equipment to people with disabilities. In December '03 Phillips Media Pool parts were donated to Georgia Public Television. On September 11, 2004 UPN Atlanta bought a table at the Big Brothers Big Sisters 10th Anniversary Legacy Awards Charity event. The event raised monies to assist their agency in providing mentors to children of promise. This year they raised \$440,000.

**KEYE-TV
AUSTIN, TX
LOCALISM INITIATIVES**

KEYE is committed to serving the people of Austin and Central Texas with local news, public affairs and public service programming second to none. The following summarizes some of our most recent community outreach efforts.

Local News

- KEYE invests 27% of our annual operational expense in our local news product.
- In September of this year KEYE added three additional hours of local news programming when we premiered the Weekend Morning editions of KEYE News. That brings our total weekly local news commitment to 23 hours.
- Local News dominates our web site. It is continually updated throughout the day and links to other web sites that can be used for further information are always offered.
- We created news partnerships with other local media, including the Austin Business Journal, Austin Chronicle and Austin Monthly. This broadens the scope of our local news coverage and allows KEYE to cover matters of importance to the citizens of Central Texas in even greater depth.
- KEYE has established a system for covering breaking news that allows us to instantly add informational crawls to our programming and then break into regular programming with live updates when warranted. Recent examples of this system in use are coverage of two fatal plane crashes, neighborhood water boil orders, unexpected traffic hazards and weather emergencies.
- KEYE has offered political campaign coverage in all newscasts since July.

Local Public Affairs/Political Programming

- KEYE has contracted with Survey USA to provide polling data for issues of significant local and statewide importance. These polls are a regular weekly feature of our newscasts.
- During the critical months leading up to the general election in November KEYE aired a weekly feature called “Pulse of the People” in which we visited towns throughout Central Texas and interviewed people, soliciting their opinions and reactions to the campaigns and issues as they developed.
- In August KEYE produced and aired a one-hour special called CAMPAIGN '04: COUNTDOWN TO THE ELECTION. This special was a mini-town hall meeting in which people who represented various parts of the political and socio-economic spectrum expressed their views of the candidates and their stands on issues such as the war on terror, health care, the economy, and the environment.
- In 2004 KEYE preempted regular programming for a 30-minute special, produced by KEYE News, on the first anniversary of the space shuttle disaster.

Selecting/Creating Programming That Serves Local Needs

- KEYE holds monthly meetings with representatives of private industry, non-profit and governmental agencies, community leaders and the public at-large. These meetings identify local issues that need to be addressed. These issues are then the focus of weekly KEYE NEWS Special Assignment Reports.
- Since November 2003 KEYE News has done community profiles of 16 different small Central Texas towns. These were the focus of special 5, 6 and 10pm Newscasts. They dealt with the business, cultural and social life of the communities.

Emergency Programming

- When a rare snow storm threatened the area in February, KEYE News pre-empted regular programming and broadcast a live four-hour weather special. We began as the snow squall entered our viewing area and continued until the threat was over.
- When a small plane crashed into a residential area this summer, KEYE News broke into regular programming and presented a one-hour special.
- KEYE is an Amber Alert and EAS monitoring station. All operators are trained to make alerts a first priority when one is received. Alerts are broadcast as soon as the newsroom confirms them.
- In 2003/2004 KEYE invested \$1,000,000 to install the industry's most up-to-date Doppler Radar system. At the same time KEYE spent \$225,000 on new weather forecasting equipment. This includes a state-of-the-art storm warning system and forecasting and display equipment. In 2004 a new weather center was constructed as part of a news set project. The weather center represented an investment of another \$200,000.

Community Involvement Efforts

- In 2002 KEYE elevated our Community Services Coordinator to a Director level with a mandate to pursue new avenues for the station to serve the communities in our service area.
- KEYE News airs regular Ask The Experts Phone Bank specials in which viewers are invited to have their questions answered by professionals. The topics have included the law and health topics such as Pulmonary Disease, Strokes, Plastic Surgery, Sports Medicine and Colon and Prostate Cancer. In addition, KEYE pre-empted regular programming to air a thirty-minute Ask The Experts special on Heart Disease.
- As part of the 2004 South By Southwest Music, Film and Interactive Festival, KEYE News broadcast two thirty-minute specials. In addition, performances by musicians and singers appearing at the Festival were aired on the KEYE Morning News.
- KEYE News celebrates the accomplishments of exceptional Central Texas teachers by awarding them The Silver Apple Award. These awards are made every week during the school year.
- In 2003 KEYE debuted a broad-based community involvement project called "KEYE SAFE FAMILY." This project includes on-site involvement in public service outreach efforts such as the Healthy Heart Fest, It's My Park Day, Austin Junior Forum's Safety Fair, Austin Heart Walk, etc. In addition, a Safe Family brochure which included safety tips and a family events calendar was printed in 2004.
- Twice every week KEYE News produces and airs Safe Family Reports that focus on child safety tips, parenting advice, and other subjects designed to improve family life.

- KEYE maintains an on-air Time Bank for use in supporting local public service campaigns. The bank consists of more than 900 30-second spots. Some of the campaigns receiving spots in the past year are: The Youth Legacy Awards, The MLK Day Celebration, Greater Austin Hispanic Chamber of Commerce, Austin Heart Ball, Asthma Walk, Any Baby Can Rockin' Round-Up Event, Celebration of Families, Boys and Girls Clubs of Austin, Health Care Summit Awards, Tour De Cure (benefiting American Diabetes Association), Capital Area Food Bank, the Veteran Affairs Employee Wellness Fair, Austin Police Department Terrorism Seminar, Easter Seals, Austin Junior Form's Safety Fair, Kids Classic Golf Tournament, Austin Groups for the Elderly Caregivers Conference and the Operation Blue Santa Toy Drive.
- In June of 2004, KEYE preempted CBS Network programming in order to broadcast the Children's Miracle Network Telethon.
- In August of 2004, KEYE preempted CBS Network programming in order to broadcast the Austin/Travis County SPCA Pet Telethon.
- KEYE also held a spring food drive benefiting the Capital Area Food Bank.

WJZ-TV BALTIMORE, MD LOCALISM INITIATIVES

LOCAL NEWS

*WJZ provides 34.75 hours a week of local news

5:00-5:30am	Rise N Shine	Monday – Friday	2.50 hours per week
6:00-7:00am	Eyewitness News Morning Edition	Monday – Friday	5.00 hours per week
7:00-8:00am	This Morning Edition	Monday – Friday	2.25 hours per week (45 minutes of the newscast is local)
12:00-12:30pm	Eyewitness News at Noon	Monday – Friday	2.50 hours per week
4:00-5:00pm	Eyewitness News at Four	Monday – Friday	5.00 hours per week
5:00-6:00pm	Eyewitness News at Five	Monday – Friday	5.00 hours per week
6:00-7:00pm	Eyewitness News at Six	Monday – Friday	5.00 hours per week
11:00-11:30pm	Eyewitness News at Eleven	Monday – Sunday	3.50 hours per week
6:00-8:00am	Eyewitness News Weekend Morning	Saturday	2.00 hours per week
6:00-6:30pm	Eyewitness News at Six	Saturday	0.50 hours per week
8:00-9:00am	Eyewitness News Weekend Morning	Sunday	1.00 hours per week
6:30-7:00pm	Eyewitness News at 6:30pm	Sunday	0.50 hours per week

*WJZ expanded the Saturday morning news by 1 hour starting on September 11, 2004.

*WJZ added the weekday 4pm newscast on September 23, 2002.

*Local news amounts to 20.7% of our weekly programming

*WJZ spends over \$12 million annually on our newscasts and has 112 employees dedicated to news product.

*WJZ's website, www.wjz.com, enhances the newscasts by offering video news stories, current weather & traffic conditions, updated news stories, archival news stories, etc.

LOCAL PUBLIC AFFAIRS

*ON TIME, WJZ's weekly half-hour public affairs show, is hosted by news anchor Kai Jackson. The show airs 52 weeks a year and is heard on Baltimore's Five Infinity Radio Stations, WQSR, WWMX, WLIF, Live 105.7 and The Jock 1300 AM. The show highlights issues affecting the urban audience, promotes current arts & cultural events and is a forum for non-profits to discuss their missions and upcoming fundraising events. The talk show highlights topics such as breast cancer, HIV/AIDS, preparing for college, crime prevention, drug education, etc.

*Local non-profit events are listed on WJZ's web page under a section devoted to community issues. Consumer information from the American Red Cross on preparing for disasters (floods, blizzards, terrorist attacks, heat stroke, etc) and details on upcoming high school reunions are also included.

CREATING OR SELECTING PROGRAMMING

*Yearly, WJZ participates in the Baltimore Broadcasters Coalition Ascertainment Day where station personnel hear first hand from a variety of community leaders on the issues and problems affecting the Baltimore metropolitan area. Approximately 39 key representatives from the non-profit sector and government sectors describe problems and offer suggestions on how WJZ can help with those issues.

*WJZ conducts market research to determine how our viewers perceive our station, news anchors and programming.

*WJZ preempts network programming when and where it's necessary to serve our viewers. The station broadcasts locally produced specials on the Orioles Baseball Team and Ravens Football Team prior to the start of their respective seasons. We also broadcast 25 Orioles games and 1 Ravens preseason football game. After football a game, WJZ also broadcasts the Ravens post game show. During weather emergencies such as heavy snowfall or flooding, WJZ has extended local newscasts.

*When WJZ carries specials such as The Stellar Gospel Music Awards, individual letters are sent to key community religious and community leaders notifying them of the special broadcasts.

*Events of local importance such as the live broadcast of Baltimore City's New Years Eve Fireworks Celebration and the welcome home parade of Olympic swimmer Michael Phelps also preempted network programming.

EMERGENCY PROGRAMMING

*Weather emergencies (flooding, tornados, and heavy snow fall) result in expanded Eyewitness News coverage.

*Eyewitness News will also preempt regular programming for major traffic accidents that close major thoroughfares (I-95/I-895 accident where a tractor trailer exploded after falling onto I-95 from the I-895 overhead ramp) and events that affect public safety (accident in tunnel where train cars spilled hazardous materials).

*WJZ spends over \$5 million on ENG equipment annually.

*WJZ's investment in weather forecasting equipment is \$395,000.

*Our station participates in the AMBER alerts and runs the Emergency Broadcast System alerts.

POLITICAL PROGRAMMING

*WJZ creates political packages on various issues and airs these stories year-round.

*Eyewitness News covers local polls (Gonzales/Arscott) and features campaign packages on local and national campaign issues.

*WJZ covers local political elections and assigns reporters to broadcast live from the candidates' headquarters during election night.

*During the political conventions, WJZ carries highlights from these forums.

*Eyewitness News covers voter registration drives in newscasts and through the airing of PSAs (public service announcements).

*WJZ uses our website to live stream election coverage, debates and political conventions.

CIVIC CULTURAL AND OTHER COMMUNITY RESPONSIVE PROGRAMMING

*WJZ offers a variety of programs targeting the African-American community. These programs include WJZ's public affairs show ON TIME; Black Enterprise Report, New Psalmist Church, Soul Train and Little Bill. These shows air on the weekends and are a half-hour long except for Soul Train, which is an hour long.

*For young people, WJZ airs It's Academic, Blue's Clues, Dora The Explorer and Little Bill.

*Eyewitness News covers professional athletic games (Orioles, Ravens, Blast), collegiate games (University of Maryland, Morgan State University, Coppin State University, Towson University, UMBC) and local rivalries on the high school level (City College High School vs. Baltimore Polytechnic, Calvert Hall vs. Loyola).

*Morning newscasts and weekend news routinely cover new exhibitions at The Baltimore Museum of Art, Walters Art Museum, American Visionary Arts Museum, among others. Large community festivals including the African-American Heritage Festival, the Kunta Kinte Cultural Festival, the Baltimore County African American Festival, the Baltimore American Indian Pow Wow, Korean – Italian ethnic festivals are routinely covered on our newcasts. For large holiday events such as New Year's Eve, Eyewitness News broadcasts live from the Inner Harbor and expands coverage to include the live fireworks at midnight. WJZ profiled the opening of the Hippodrome Performing Arts Theatre when the curtain went up on the 2004-5 Broadway season.

*WJZ produces PSAs for campaigns including the Maryland Affiliate for the Susan G. Komen Breast Cancer Foundation, Kennedy Krieger Institute, March of Dimes, Black History Month Oratory Contest for High School Students, HERO's AIDSWALK, Kunta Kinte Heritage Festival, Juvenile Diabetes Research Foundation, Children's Cancer Foundation, Baltimore Marketing Association and Big Brothers Big Sisters of Central Maryland.

*During an average week, WJZ airs 191 PSAs.

*WJZ's newscasts and public affairs show cover important community issues including domestic violence, the effects of drug abuse, the problems of drinking and driving, and consumer issues involving personal and public safety issues - contaminated drinking water to red alert ozone days.

MUSIC

*Local musicians have an opportunity to perform on WJZ's public affairs show, ON TIME. Gospel, jazz, and hip-hop are just some of the types of music offered on our locally produced Sunday morning show.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

*WJZ is known for our community commitment to non-profit groups and causes. For the past 18 years, WJZ has sponsored a local AIDSWALK and was one of the initial supporters of HERO, the Health Education Resource Organization, the first HIV/AIDS service provider in Baltimore. Twelve years ago, WJZ began partnering with the Susan G. Komen Breast Cancer Foundation to promote the annual Race for the Cure that raises over \$1 million for breast cancer education, research and assistance to the medically underserved. For over ten years, WJZ has assisted the March of Dimes with their annual fundraising walk and promoted the Festival of Trees event that benefits the children's programs of the Kennedy Krieger Institute. Other events that WJZ promotes include Baltimore City's New Year's Eve Celebration, Juvenile Diabetes Research Foundation's annual walk-a-thon, etc.

*Additionally, WJZ creates (designs & implements) and produces a Black History Oratory Contest for high school students that offers cash awards to the top three winners. Area high

schools and library branches receive entry forms and instructions. Call for Entry PSAs promote the contest that also features PSAs with the 20 semi finalists plus excerpts from the top three winning orations.

*WJZ airs immunization PSAs and promotes back to school supply drives in our newscasts.

*It's Academic, a high school quiz show, is produced at WJZ and airs through the school year on Saturday mornings at 11:30am.

*Our website features a community calendar listing of all non profit events, high school reunions and useful information submitted by the Red Cross on topics including preparing for terrorist attacks to what to do in case of a tornado.

WBZ-TV (CBS4) Boston, MA
LOCALISM INITIATIVES
General Manager: Ed Goldman

LOCAL NEWS

Newscast Facts

CBS4 Boston is dedicated to providing viewers with local news. Recently, the station added a full hour of news to its morning, weekend newscasts to deliver five and a half hours of news every weekend. The figures below provide an overview of CBS4's investment in local news.

- 30 hours of live, local newscasts are broadcast each week
- 18% of daily programming is devoted to local news on CBS4

News on the Web

At www.cbs4boston.com, local news, weather, and sports are continuously updated. The station's website is used as a tool to connect viewers to other sites that provide further information to topics discussed during newscasts. In addition, the site utilizes promotional and interactive components. On the homepage, space is provided for a list of the most current local news headlines, which are linked to complete stories. Also, CBS4's website contains a "mailbag" feature that allows viewers to provide feedback on web or on-air content.

LOCAL PUBLIC AFFAIRS

CBS4 produces and broadcasts the following segments, which provide viewers with local issues:

- **I-Team Reports**

Investigative reporter Joe Bergantino provides an in-depth, investigative look at major institutions and events within the viewing area. Issues related to government, politics, big business and crime are explored in-depth during CBS4's newscasts at 6pm and 11pm. Reports range from two minutes to four minutes.

- **HealthWatch**

Medical reporter Dr Mallika Marshall reports on recent developments and potential treatments in medicine. These reports air during the 4pm and 6pm newscasts on CBS4. The duration of HealthWatch reports is one minute and thirty seconds.

- **Centro**

Host Yadires Nova-Salcedo produces a regularly scheduled news interview broadcast segment providing an in-depth exploration of issues of concern to the Latino community that airs on CBS4 each Saturday at 7:50am. This segment is four minutes and thirty seconds.

- **Wednesday's Child**

"Wednesday's Child" news anchor Jack Williams is successfully increasing public awareness of the needs of children waiting for adoptive families. Every week, Jack Williams videotapes a child or sibling group to be featured on the noon and 4pm Wednesday newscasts.

- **Sunday with Liz**

Hosted by anchor Liz Walker, this public affairs program features interviews with representatives of community organizations. Each segment covers various local issues and events and airs each Sunday at 8:40am for six minutes.

- **The Women's View**

The Women's View is a weekly segment looking at how women feel about important issues today. Each week, Lisa Hughes sits down with a group of women to hear their ideas about topics such as parenting, relationships, money matters, education and politics. The Women's View airs every Monday during the 4pm newscast. Duration is 4 minutes.

PROGRAMMING SELECTION/CREATION

Programming

In the course of our news research, we have learned of specific areas of interest to our market, which led to many local programs. Some examples include medical specials (Summer HealthWatch special on 6/14/04), weather specials (Eye On Our Atmosphere specials: Weather on Mt. Washington on 4/10/04 and Hurricane Preparedness on 10/10/04) and local sports specials leading up to the Patriots' Super Bowl victory. In addition, CBS4 has an open door policy with community leaders, city officials, and members of Congress. Our General Manager and Director of Public Affairs sit on many boards and committees for various organizations in the city to remain educated on issues important to the Boston community. Station management has met with community leaders formally and informally to ascertain what they consider issues of primary importance to the area.

Preemptions

The following list provides examples of special events that have preempted network programming. CBS4 felt that the material broadcast was of significant importance to viewers.

- Red Sox – CBS4 preempted two segments of CBS Prime and two weekend sports programs to provide live coverage of four Boston Red Sox games.
- Holiday at Pops Concert - CBS4 broadcast a two-hour December holiday concert performed by the Boston Pops.
- First Night - CBS4 delayed the broadcast of Letterman to air Boston's First Night Fireworks Celebration on New Year's Eve.
- Fourth of July – Two hours of CBS Prime was preempted to allow the broadcasting of the July 4th Pops Orchestra Concert live from the Hatch Shell on the Charles River Esplanade, Boston.
- Children's Hospital Boston Telethon - CBS4, in partnership with WBZ NewsRadio 1030, simulcast the *WBZ Children's Hospital Telethon*. The December telethon preempted three hours of CBS Prime.
- The Boston Marathon – CBS4 provided coverage of the Boston Marathon on April 19, 2004 at 10:30AM with pre-race coverage, and continued to follow the event through 4PM that evening.
- State of the State – CBS4 aired live coverage of Massachusetts Governor Mitt Romney's State of the State address on January 15, 2004.
- Live, continuous coverage of the "First in the Nation" New Hampshire Primary which included a live prime-time special.
- "Eye on Boston, the Democratic Convention" - CBS4 aired eight 30-minute news specials prior to and during the Democratic National Convention. The specials aired on July 19, 20, 21, 22, 26, 27, 28 and 29 at 7pm and focused on the local impact of the Convention.

- HealthWatch Special – CBS4 aired a 30-minute special featuring cutting edge medical technology on June 14, 2004 at 7pm.
- Women's View Special – CBS4 aired a special 30-minute "Women's View" covering issues of importance to women on June 21, 2004.
- CBS4 aired two half-hour music specials: one on the Boston Pops Orchestra, another on the arrival of Conductor James Levine to lead the Boston Symphony Orchestra.
- New England Patriots – CBS4 aired continuing coverage of the Patriots playoffs and super bowl victory, including two weeks of half hour specials live from Houston, TX.
- "Eye on the Atmosphere" First Alert Doppler Specials – Two half-hour weather specials aired this year at 7pm. The first on 4/10/04 covered weather at the summit of Mt. Washington, the highest point in the Northeast; the second aired on 10/10/04 and reported on the history of hurricanes and hurricane preparedness.

EMERGENCY PROGRAMMING

Live/On-the-Scene/Emergency Coverage

CBS4 provides continuous coverage of severe weather, including hurricanes and snow coverage throughout the year, which include messages from public safety officials and public transportation officials. In addition, CBS4 participates fully in AMBER alerts.

- Snowstorm - December 6 & 7, 2004 – CBS4 weather and news teams provided live coverage of a major snowstorm that hit New England. In addition to live coverage, the station provided live cut-ins during network sports and prime time programming.
- Plymouth Tornado - July 2, 2004 – CBS4 broke into 4:30pm programming with a rare tornado warning for Plymouth County in Southeastern Massachusetts, and stayed on continuously into the 5pm newscast.
- Swat Team Neighborhood Evacuation – August 27, 2004 – CBS4 broke into morning programming to report the state police swat team had surrounded a suspect in a residential neighborhood.
- Highway Closing – September 28, 2004 – CBS4 reported through live updates that Route 1 North was closed for eight hours after an asphalt truck spilt its load.
- Amber Alerts – 2004 - CBS4 provided live coverage throughout all programming for Amber Alerts on the following dates: July 30, August 9, August 25 and August 28.

ENG Equipment

- 5 satellite trucks
- 3 microwave vans
- 5 Ford Expeditions capable of microwave transmissions

Weather Equipment

- WSI Weather Graphics System – This system is used by the CBS4 Weather team to create weather graphics used in forecasts.
- Baron's Doppler Radar – This Radar includes two pieces of software, Fast Trac and Vipir, and is CBS4's own dedicated software for mapping at street level and producing 3D models.
- AWS WeatherNet – This system provides live weather data from hundreds of schools and sites in CBS4's designated market and throughout the country.
- Wind Force 4 – Wind Force 4 technology provides images of hurricane wind fields from Storm Center Communications, which are used on air during land falling hurricanes.

POLITICAL PROGRAMMING

CBS4 provides comprehensive political programming to inform viewers of current events related to voting, polls, debates and political issues. Below are examples of political programming that CBS4 has aired:

- State of the State – CBS4 aired live coverage of Massachusetts Governor Mitt Romney's State of the State address on January 15, 2004.
- Live, continuous coverage of the "First in the Nation" New Hampshire Primary which included a live prime-time special.
- CBS 4 was the only local TV station to travel with John Kerry before the convention, producing weekly pieces that aired in April 2004.
- Half hour locally produced presidential political special in June.
- "Eye on Boston, the Democratic Convention" - CBS4 aired eight 30-minute news specials prior to and during the Democratic National Convention. The specials aired on July 19, 20, 21, 22, 26, 27, 28 and 29 at 7pm and focused on the local impact of the Convention.
- Live daily reports from New York City during the Republican National Convention.

CIVIC/CULTURAL COMMUNITY-RESPONSIVE PROGRAMMING

Targeted Programming

CBS4 airs the following programs and segments, each targeting and fitting the needs of a specific segment of the community:

- **Centro**

Host Yadires Nova-Salcedo produces a regularly scheduled news interview broadcast segment providing an in-depth exploration of issues of concern to the Latino community that airs on CBS4 each Saturday at 7:50am. This segment is four minutes and thirty seconds.

- **The Women's View**

The Women's View is a weekly segment looking at how women feel about important issues today. Each week, Lisa Hughes sits down with a group of women to hear their ideas about topics such as parenting, relationships, money matters, education and politics. The Women's View airs every Monday during the 4pm newscast. Duration is 4 minutes.

Local Event Coverage

CBS4 provided coverage of the following major events that occurred in the Boston area:

- Boston Marathon - CBS4 carried four hours of live coverage of the oldest marathon in the country.
- Democratic National Convention - CBS4 aired eight 30-minute news specials prior to and during the Democratic National Convention. The specials aired on July 19, 20, 21, 22, 26, 27, 28 and 29 at 7pm and focused on the local impact of the Convention.
- CBS4 and The Fourth of July Boston Pops Concert - CBS4 broadcasts the two-hour Fourth of July celebration featuring "The Boston Pops Fourth Fireworks Spectacular" from the Charles River Esplanade as well as local Independence Day events leading up to the concert and fireworks.
- First Night, Boston - CBS4 is the exclusive television sponsor of *First Night, Boston*, a family-oriented citywide festival of music, dance, and theatre that is the largest New Year's Eve celebration in North America. First Night Inc., a private, nonprofit organization, produces the landmark New Year's event and manages First Night's Neighborhood Network. A community-based outreach program, First Night's Neighborhood Network was formally established in 1994 with a mission to help educate the public in arts and culture via year-round programming in

Boston's neighborhoods. CBS4 broadcasts live elements of the daylong celebration, related stories and the midnight countdown.

- Holiday at Pops - Each December the Boston Pops Orchestra performs a two-hour holiday concert, which is carried on CBS4.

Public Service Announcement Campaigns

CBS4 has partnered with several local organizations to carry out public service campaigns. Below are several recent/current successful campaigns:

- Museum of Fine Arts, Boston – Since 1999 CBS4 has helped the Museum create special programs to educate the public and reach a broader audience. CBS4 provides the MFA with high-level creative, production, and air- time annually, enabling the Museum to reach 50 million viewers throughout the year. In addition to airing over 35 spots per week, CBS4 has created several successful web promotions including trivia contests and e-postcards related to the exhibitions on cbs4boston.com. CBS4 and the MFA have partnered on thirteen special exhibitions to date.
- Go Red Campaign (American Heart Association) – In January of 2004, CBS4 and the American Heart Association partnered for the Go Red For Women campaign. In addition to having on-air talent attend campaign events, CBS4 aired over 30 PSAs promoting heart disease awareness. CBS4 also participated in Healthy Heart Week by airing a series of reports on issues related to heart disease. Campaign materials were also supported on the station's website.
- Jump Up and Go - In response to the growing nationwide crisis of young people developing serious health problems as a result of being overweight, CBS4 launched a public affairs project titled Jump Up and Go!SM The project targets youngsters ages 10 to 14 along with their parents. A main component of the program is a presentation given by morning anchors Paula Ebben and Scott Wahle to schools across the state. The program is supported with news stories on health and PSAs featuring Ebben and Wahle with nutrition and exercise tips.
- First Night - CBS4 is the exclusive television sponsor of First Night, Boston, a family-oriented citywide festival of music, dance, and theatre that is the largest New Year's Eve celebration in North America. Each year, the station provides extensive on air coverage of First Night events, and helps drive people to participate through a PSA campaign. In 2003, CBS4 aired 200 spots leading up to First Night 2004.
- Alvin Ailey - CBS4 is the exclusive media partner for the FleetBoston Celebrity Series event that raises money for Project Discovery, a program that introduces dance to 3000 students from 15 Boston-area schools. To help drive more donations and attendance at the event, CBS4 airs a PSA approximately 70 times during the month prior to the fundraiser.
- Free Friday Flicks - CBS4 sponsors Free Friday Flicks each year in partnership with the Massachusetts District Commission. A Boston summertime tradition, Free Friday Flicks draws over 60,000 people each season to the Esplanade on the Charles River. Every Friday night for ten weeks families and friends get together, pitch a blanket, and watch recent releases and classic family films under the stars.
- Massachusetts League of Women Voters - CBS4 participated in a partnership with the League of Women voters in which anchor Lisa Hughes went to League meetings encouraging female voters to get involved. CBS4's websites also provided a link to the League's website. In addition, CBS4 airs public service announcements, provided by the Ad Council and locally produced spots that encourage viewers to vote.

Coverage of Important Local Issues

For more than twenty years, the I-Team, CBS4's investigative unit, has covered important issues affecting the local community, and in some cases, spurred local authorities to take action to improve conditions. Most recently, the I-Team provided the following reports:

- The I-Team uncovered security loopholes at Boston's Logan Airport. After reporting that Massport was allowing construction trucks allowed access to runways without any inspection, local congressmen placed a federal inquiry. Now, all trucks and drivers working on airport runways must undergo Massport's upgraded personnel and vehicle identification inspections.
- A dealer of modular homes faces a criminal investigation because of the I Team report revealing the dealer took deposits while failing to deliver the homes.
- A drug given to dogs to treat heartworm has been re-called because of an I-Team story that showed how the popular drug was killing dogs.
- An I Team story revealed that the state was losing \$30 million dollars in revenue because these taxes weren't being collected. Since this report, a new system for collecting these taxes were put into place and the state auditors office called for an independent analysis.

MUSIC

- Because the arts and culture are important to CBS4, the station showcases local up and coming musical talent within its newscasts. For example, on October 7, 2004 host Yadires Nova-Salcedo featured Latin Jazz Icon Paquito D'Rivera for her segment, "Centro," which airs during Saturday morning newscasts.
- On a regular basis, arts and entertainment anchor Joyce Kulhawik will review and report on local performers and performances throughout the city during evening weekday newscasts.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

Charities and Initiatives

CBS4 management are actively involved in charities and cultural organizations in the area. General Manager Ed Goldman, for example, serves on the Board of Children's Hospital Boston, The Wang Center for the Performing Arts and the Museum of Fine Arts.

Some of the regular initiatives that the station has adopted include:

- Museum of Science/School Weather Net Program - The Museum of Science/CBS4 School WeatherNet is a weather observation system unique to New England. The CBS4 School WeatherNet network is comprised of the Museum of Science, CBS4, and area schools. Currently, the network is comprised of over 100 member schools across Massachusetts, New Hampshire and Maine, all of which use special weather sensor equipment and computer software designed by the Maryland-based Automated Weather Source (AWS) and share it with CBS4's weather team for use in their broadcasts for a one-of-a-kind, interactive learning experience.
- Children's Hospital Telethon - Each December, since 1983, CBS4 and WBZ NewsRadio 1030 have simulcasted the annual *WBZ Children's Hospital Telethon*, a long-standing New England tradition. The telethon is a three-hour live television special that appeals to viewers to make contributions to benefit Children's Hospital, Boston, named the number one pediatrics institution in the country for 12 consecutive years by U.S. News & World Report. To date, the annual WBZ Children's Hospital Telethon has raised over \$15 million.
- Viacomcommunity Day - To encourage and support volunteer efforts by giving employees the opportunity to give back to the communities where we work and live, employees at CBS4 celebrated Viacomcommunity day on September 30, 2004. The station selected to have a donation

drive for the AIDS Action Committee, which will focus on our volunteer main initiatives: HIV/AIDS.

General Causes

- Annual blood drives with the American Red Cross
- Clothing drives with Dress For Success Boston

Online Community Involvement

CBS4 has dedicated ample space to promote events happening in our community.

- Local Guide – The local guide provides information on community events in which CBS4 is involved.
- Community Calendar – This calendar provides listings of events happening around New England that are hosted or sponsored by non-profit and community organizations.
- Boston Now – CBS4 provides a direct link to Boston Now, a special website dedicated to showcasing events in Boston's many communities.

WSBK-TV (UPN 38)
Boston, MA
LOCALISM INITIATIVES
General Manager: Ed Goldman

LOCAL NEWS

Newscast Facts

UPN 38 provides viewers with alternative times to get their local news in the morning and evening. *The Morning News*, which airs from 7-8am on UPN 38, offers viewers local news in this alternative to the national morning shows on the other networks. In addition *The Nightcast at 10* provides evening viewers with the top local news stories at an earlier hour. The figures below provide an overview of UPN 38's investment in local news.

- 11 hours of live, local newscasts are broadcast each week
- 7% of daily programming is devoted to local news on UPN 38

News on the Web

At www.upn38.com viewers can gather updated information on local weather, sports and community events. The "News Links" feature allows viewers to find further information on topics discussed during newscasts. In addition, the site utilizes promotional and interactive components. UPN 38's website also contains a "Sound Off" feature that allows viewers to provide feedback for a segment of *The Nightcats at 10* described below.

Editorial

Each night, *The Nightcast at 10* on UPN 38 features a segment called Sound Off, during which the Nightcast poses a question regarding a current event. Anchors Ted Wayman and Sara Underwood ask viewers to log onto www.upn38.com and share their thoughts on the question. Select responses are then read on the air.

LOCAL PUBLIC AFFAIRS

Within its newscasts, UPN 38 broadcasts the following segment, which introduce viewers to local issues:

- I-Team Reports - Investigative reporter Joe Bergantino provides an in-depth, investigative look at major institutions and events within the viewing area. Issues related to government, politics, big business and crime are explored in-depth during UPN 38's Nightcast at 10pm. Reports range from two minutes to four minutes.

PROGRAMMING SELECTION/CREATION

Programming

In the course of our news research, we have learned of specific areas of interest to our market, which led to many local programs. Some examples include medical specials on women's health, weather specials and local sports specials leading up to the Patriots' Super Bowl victory. In addition, UPN 38 has an open door policy with community leaders, city officials, and members of Congress. Our General Manager and Director of Public Affairs sit on many boards and committees for various organizations in the city to remain educated on issues important to the Boston community. Station management has met with community leaders formally and informally to ascertain what they consider issues of primary importance to the area.

Preemptions

The following list provides examples of special events that have preempted network programming. UPN 38 felt that the material broadcasted was of significant importance to viewers.

- Children's Hospital Fundraising Forum - On June 1, 2003, UPN 38 hosted the first annual "Celebration for Kids" fundraising forum. The five-hour fundraising effort raised over \$1 million to benefit Children's Hospital Boston and the National Birth Defects Center. Five hours of UPN Prime was preempted.
- Red Sox - From April through October, UPN 38 aired 24 Red Sox Friday night baseball games.

EMERGENCY PROGRAMMING

Live/On-the-Scene/Emergency Coverage

UPN 38 provides coverage of severe weather, including hurricanes and snow coverage throughout the year, which include messages from public safety officials and public transportation officials. In addition, UPN 38 participates fully in AMBER alerts.

- Snowstorm - December 6 & 7, 2004 – UPN 38 weather and news teams provided live coverage of a major snowstorm that hit New England.
- Plymouth Tornado - July 2, 2004 – UPN 38 covered a rare tornado warning for Plymouth County in Southeastern Massachusetts.
- Highway Closing – September 28, 2004 – UPN 38 reported through live updates that Route 1 North was closed for eight hours after a asphalt truck spilt its load.
- Amber Alerts – 2004 – UPN 38 provided coverage for Amber Alerts on the following dates: July 30, August 9, August 25 and August 28.

ENG Equipment

- 5 satellite trucks
- 3 microwave vans
- 5 Ford Expeditions capable of microwave transmissions

Weather Equipment

- WSI Weather Graphics System – This system is used by the UPN 38 Weather team to create weather graphics used during forecasts.

- Baron's Doppler Radar – This Radar includes two pieces of software, Fast Trac and Vipir, and is UPN 38's own dedicated software for mapping at street level and producing 3D models.
- AWS WeatherNet – This system provides live weather data from hundreds of schools and sites in UPN 38's designated market and throughout the country.
- Wind Force 4 – Wind Force 4 technology provides images of hurricane wind fields from Storm Center Communications, which are used on air during land falling hurricanes.

POLITICAL PROGRAMMING

UPN 38 provides political coverage during its newscasts as well as through special programming to inform viewers of current events related to voting, polls, debates and political issues. Below are examples of political programming:

- *Make It Count* - *Make It Count* is a 30-minute weekly program, produced by CBS News, on the 2004 presidential campaign. Hosted by WCBS-TV New York anchor Lynda Lopez, the program will run on UPN 38 for nine consecutive Sundays at 12:30PM through the November 2 election. *Make It Count*, which is broken into four parts, helps illuminate and explain the latest and most pressing issues surrounding Campaign 2004.
- Live, continuous coverage of the "First in the Nation" New Hampshire Primary on January 26, 2004.
- UPN 38 and sister station CBS4 were the only local TV stations to travel with John Kerry before the convention, producing weekly pieces that aired in April 2004.
- Live daily reports from the Fleet Center during the Democratic National Convention, July 26-29, 2004.
- Live daily reports from New York City during the Republican National Convention, August 30-September 2, 2004.

CIVIC/CULTURAL COMMUNITY-RESPONSIVE PROGRAMMING

Targeted Programming

The following programming on UPN 38 is targeted to a specific segment of the community:

- Children's Hospital Fundraising Forum - On June 1, 2003, UPN 38 hosted the first annual "Celebration for Kids" fundraising forum. The five-hour fundraising effort raised over \$1 million to benefit Children's Hospital Boston and the National Birth Defects Center.

Local Event Coverage

UPN 38 provided coverage of the following major events that occurred in the Boston area:

- Red Sox - From April through October, UPN 38 aired 24 Red Sox Friday night baseball games.
- Democratic National Convention – UPN 38 provided live daily reports from the Fleet Center during the Democratic National Convention, July 26-29, 2004.
- Republican National Convention – UPN 38 provided live daily reports from New York City during the Republican National Convention, August 30-September 2, 2004.

Public Service Announcement Campaigns

CBS4 has partnered with several local organizations to carry out public service campaigns.

Below are several recent/current successful campaigns:

- Jump Up and Go - In response to the growing nationwide crisis of young people developing serious health problems as a result of being overweight, UPN 38, along with sister stations CBS4 and UPN 28, launched a public affairs project titled Jump Up and Go!SM The project targets

youngsters ages 10 to 14 along with their parents. A main component of the program is a presentation given by morning anchors Paula Ebben and Scott Wahle to schools across the state. The program is supported with news stories on health and PSAs featuring Ebben and Wahle with nutrition and exercise tips.

- **Making Strides Against Breast Cancer** – American Cancer Society – Each October UPN 38 and the American Cancer Society rally to promote Breast Cancer Awareness Month by hosting the largest one-day breast cancer fund-raiser in the country. Anchors Sara Underwood and Ted Wayman walk with thousands of supporters walk to raise awareness and \$3 million for the American Cancer Society's breast cancer programs. UPN 38 produces and airs a PSA the week prior to the event, which is supported by material posted on www.upn38.com, and Dr. Mallika Marshall produces a report on the latest breakthrough breast cancer research.
- **Wang Center Classic Film Series** – UPN 38 is the proud media sponsor of The Wang Center's Classic Film Series. In 1925 The Metropolitan Theatre, now The Wang Center, opened as a first-run movie house. Now in its 14th year, the Classical Film Series honors the roots of the theatre by showing classic films of all genres on the 46' x 60' screen for free. UPN 38 creates and airs public service announcements supported by information at www.upn38.com to promote each showing.

Coverage of Important Local Issues

- **I-Team Reports** - For more than twenty years, the I-Team, UPN 38's investigative unit, has covered important issues affecting the local community, and in some cases, spurred local authorities to take action to improve conditions. Most recently, the I-Team provided the following reports:
 - The I-Team uncovered security loopholes at Boston's Logan Airport. After reporting that Massport was allowing construction trucks allowed access to runways without any inspection, local congressmen placed a federal inquiry. Now, all trucks and drivers working on airport runways must undergo Massport's upgraded personnel and vehicle identification inspections.
 - A dealer of modular homes faces a criminal investigation because of the I Team report revealing the dealer took deposits while failing to deliver the homes.
 - A drug given to dogs to treat heartworm has been re-called because of an I-Team story that showed how the popular drug was killing dogs.
 - An I-Team story revealed that the state was losing \$30 million dollars in revenue because these taxes weren't being collected. Since this report, a new system for collecting these taxes were put into place and the state auditors office called for an independent analysis.
- **Make It Count** - *Make It Count* is a 30-minute weekly program, produced by CBS News, on the 2004 presidential campaign. Hosted by WCBS-TV New York anchor Lynda Lopez, the program will run on UPN 38 for nine consecutive Sundays at 12:30PM through the November 2 election. *Make It Count*, which is broken into four parts, helps illuminate and explain the latest and most pressing issues surrounding Campaign 2004.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

Charities and Initiatives

UPN 38 management are actively involved in charities and cultural organizations in the area. General Manager Ed Goldman, for example, serves on the Board of Children's Hospital Boston, The Wang Center for the Performing Arts and the Museum of Fine Arts.

Some of the regular initiatives that the station has adopted include:

- Children's Hospital Fundraising Forum - On June 1, 2003, UPN 38 hosted the first annual "Celebration for Kids" fundraising forum. The five-hour fundraising effort raised over \$1 million to benefit Children's Hospital Boston and the National Birth Defects Center.
- Viacomcommunity Day - To encourage and support volunteer efforts by giving employees the opportunity to give back to the communities where we work and live, employees at UPN 38 celebrated Viacomcommunity day on September 30, 2004. The station selected to have a donation drive for the AIDS Action Committee, which will focus on our volunteer main initiatives: HIV/AIDS.
- Bookworm Wednesdays – To encourage summer reading, UPN 38 maintains a summer reading program with National Amusements/Showcase Cinemas. Children between the ages of 6-12 received free admission to Showcase Cinemas for select children's films being featured on Wednesdays when they presented a book report at the cinema box office.
- UPN 38/Red Sox Blood Drives – On September 11th, UPN 38 and the Red Sox partner to commemorate the victims of the September 11th attacks and to support the local chapter of the American Red Cross by hosting a blood drive.

Online Community Involvement

UPN 38 has dedicated ample space to promote events happening in our community.

- Local Guide – The local guide provides information on community events in which UPN 38 is involved.
- Community Calendar – This calendar provides listings of events happening around New England that are hosted or sponsored by non-profit and community organizations.

WLWC-TV (UPN 28)
Providence, RI
LOCALISM INITIATIVES
General Manager: Ed Goldman
October 2004

LOCAL PUBLIC AFFAIRS

UPN 28 carries several public affairs programs as outlined below.

- **The Thirteenth State**

The Thirteenth State is a weekly public affairs program, hosted by Paul Zangari, featuring interviews with representatives of various community organizations. Discussions focus on issues important to Rhode Island citizens, such as topics relating to culture, business, history, arts and entertainment, education, health and safety. The program is 28 minutes in length and airs every other Sunday at 7:30am.

- **The Real Deal**

The Real Deal is an alternative public affairs program hosted by political consultant Guy Dufault, who aims to help viewers understand how the political process affects their lives. Each episode opens with discussion between two high-profile guests on the week's top issues. In the second segment, called 'Party Time,' Democratic and Republican Party representatives debate an issue important to state residents. A third segment, 'Real Heroes,' features a Rhode Island resident for his/her contribution to the community. The program concludes with 'Guy's Gone Wild,' a no-holds-barred commentary by Dufault on a topic currently in the news. The 30-minute program airs Sundays at 11am.

- **Make it Count**

Make It Count is a 30-minute weekly program, produced by CBS News, on the 2004 presidential campaign. Hosted by WCBS-TV New York anchor Lynda Lopez, the program will run on UPN 38 for nine consecutive Sundays at 12:30PM through the November 2 election. *Make It Count*, which is broken into four parts, helps illuminate and explain the latest and most pressing issues surrounding Campaign 2004.

- **Rhode Island's Amazing Women**

Rhode Island's Amazing Women introduces and explores how local women accomplish, legislate, educate, live and love. Hosted by local radio personality Deb Ruggiero, the new series profiles women who successfully lead, challenge, motivate, encourage and inspire other women in their community. The half-hour program airs biweekly at 7:30am.

PROGRAMMING SELECTION/CREATION

Programming

In the course of our news research, we have learned of specific areas of interest to our market, which led to many local programs. In addition, UPN 28 has an open door policy with community leaders, city officials, and members of Congress.

POLITICAL PROGRAMMING

UPN 28 provides the following programming to inform viewers of current events related to voting, polls, debates and political issues.

- **Make It Count**

Make It Count is a 30-minute weekly program, produced by CBS News, on the 2004 presidential campaign. Hosted by WCBS-TV New York anchor Lynda Lopez, the program will run on UPN 38 for nine consecutive Sundays at 12:30PM through the November 2 election. *Make It Count*, which is broken into four parts, helps illuminate and explain the latest and most pressing issues surrounding Campaign 2004.

- **The Real Deal**

The Real Deal is an alternative public affairs program hosted by political consultant Guy Dufault, who aims to help viewers understand how the political process affects their lives. Each episode opens with discussion between two high-profile guests on the week's top issues. In the second segment, called 'Party Time,' Democratic and Republican Party representatives debate an issue important to state residents. A third segment, 'Real Heroes,' features a Rhode Island resident for his/her contribution to the community. The program concludes with 'Guy's Gone Wild,' a no-holds-barred commentary by Dufault on a topic currently in the news. The 30-minute program airs Sundays at 11am.

CIVIC/CULTURAL COMMUNITY-RESPONSIVE PROGRAMMING

Targeted Programming

- **Rhode Island's Amazing Women**

Rhode Island's Amazing Women introduces and celebrates and explores how local women accomplish, legislate, educate, live and love. Hosted by local radio personality Deb Ruggiero, the new series profiles women who successfully lead, challenge, motivate, encourage and inspire other women in the community. The half-hour program airs biweekly at 7:30am.

Public Service Announcement Campaign

- **Jump Up and Go**

In response to the growing nationwide crisis of young people developing serious health problems as a result of being overweight, UPN 28, along with sister stations CBS4 and UPN 38, launched a public affairs project titled Jump Up and Go!SM The project targets youngsters ages 10 to 14 along with their parents. A main component of the program is a presentation given by morning anchors Paula Ebben and Scott Wahle to schools across the state. The program is supported with news stories on health and PSAs featuring Ebben and Wahle with nutrition and exercise tips.

Coverage of Important Local Issues

- **The Real Deal**

The Real Deal is an alternative public affairs program hosted by political consultant Guy Dufault, who aims to help viewers understand how the political process affects their lives. Each episode opens with discussion between two high-profile guests on the week's top issues. In the second segment, called 'Party Time,' Democratic and Republican Party representatives debate an issue important to state residents. A third segment, 'Real Heroes,' features a Rhode Island resident for his/her contribution to the community. The program concludes with 'Guy's Gone Wild,' a no-holds-barred commentary by Dufault on a topic currently in the news. The 30-minute program airs Sundays at 11am.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

UPN 28 management are actively involved in charities and cultural organizations in the area. Some of the regular initiatives that the station has adopted include:

- **Viacommunity Day**

To encourage and support volunteer efforts by giving employees the opportunity to give back to the communities where we work and live, employees at UPN 28 celebrated Viacommunity day on September 30, 2004. The station selected to have a donation drive for the AIDS Action Committee, which will focus on our volunteer main initiatives: HIV/AIDS.

- **Bookworm Wednesdays**

To encourage summer reading, UPN 28 maintains a summer reading program with National Amusements/Showcase Cinemas. Children between the ages of 6-12 received free admission to Showcase Cinemas for select children's films being featured on Wednesdays when they presented a book report at the cinema box office. PSAs were produced and aired over 250 times prior to and during the program.

- **UPN 28 Binder Night**

UPN 28 encouraged children to be a part of the summer Paw Sox games by having a binder night. Every child under the age of 13 who came to the Paw Socks game on August 19th received a free UPN 28/Paw Sox binder for school.

- **Pitch Hit & Run**

For this baseball skill competition, UPN 28, in partnership with the Pawtucket YMCA and Dunkin Donuts, ran a program throughout the spring for children. Youngsters were divided up by age group and competed in hitting, running, and throwing challenges. State finals were held at McCoy Stadium in Providence, and the regional competition took place at Fenway Park.

- **RI Blood Center**

Each year, UPN 28 supports blood donations by hosting a blood drive. UPN 28 participated in a statewide blood drive to benefit the RI Blood Center on July 26th, 2004. The station provided a table at the blood center where tickets to see the Paw Sox were distributed to encouraged people to donate blood.

Online Community Involvement

UPN 28 has dedicated space on www.upn28.com to promote events happening in and around Providence, RI. The Community Calendar provides listings of events happening in Greater Providence that are hosted or sponsored by non-profit and community organizations.

WBBM-TV
Chicago, IL
LOCALISM INITIATIVES

Local News

CBS 2 Chicago has a strong commitment to telling stories of interest to Chicago and its suburbs. Local news is at the heart of what we do each day. As a demonstration of the importance of the assignment desk and to enhance our ability to cover local news, in 2003 we elevated the desk and moved it to another area of the newsroom, giving assignment editors a better vantage point. That might be considered a small step, but it sent a big message to all in the news department that our coverage begins and ends with a strong desk.

Special emphasis has been placed on putting people on the desk and behind the camera who know Chicago and understand the issues of specific interest to our viewing area. Every member of the news management team has experience prior to CBS 2 covering Chicago news. They approach each story and project with the interests of our audience in mind.

In planning ongoing coverage, special attention is paid to seeking out voices that haven't been heard. Owning breaking news and the 'big story' of the day drives our coverage decisions. In 2004, the station will spend tens-of-millions of dollars on news gathering, with significant resources devoted to investigative and political reporting.

Both medical and investigative reports are regularly scheduled. "Medicine Today" airs each weekday during the 4pm and 5pm newscasts. This franchise examines the top stories and trends in health care. Twice weekly on the 10pm news, "Medicine Tonight" analyzes one health topic of interest to viewers.

"Smart Consumer" is a weekday segment on the 4pm news. This segment, which is two minutes, alerts viewers to product recalls and safety/pocketbook issues.

A key objective has been to bring talent to our station who are familiar faces and known in the various communities of this city and suburbs. The following is a list of reporters who have joined this station in the past two years:

- Gene Appel – a pastor at Willow Creek Community Church offers religious commentary
- Stephen Bardo – former Fighting Illini basketball star came to the station as a per diem sports reporter and offered valuable analysis during the station's broadcast of the UIC-Univ. of Illinois-Urbana matchup in 2002
- Derrick Blakley – longtime weekend anchor at WMAQ-TV joined WBBM-TV as anchor of the 4:30pm news (expanded to 4pm in September, 2003)
- Diann Burns – longtime weeknight anchor at WLS-TV as anchor of the 5,6 and 10pm news
- Susan Carlson – award-winning news reporter at WLS radio as traffic reporter on the 5am and 6am newscasts

Local News continued...

- Ed Curran – meteorologist at WMAQ-TV joined our morning and midday team
- Jon Duncanson – veteran of WBBM-TV and WFLD-TV returned from an extended leave from the business to co-anchor the weekend news.
- Sylvia Gomez – veteran of WMAQ-TV, WBBM-TV and WFLD-TV returned from an extended leave from the business to co-anchor the weekend news with husband, Jon
- Mary Kay Kleist – meteorologist moved from WXYZ-TV, Detroit, to return home to Chicago to join team on weekends.
- Dana Kozlov – hard-hitting reporter from WGN-TV jumped to work for us
- Joanie Lum – another respected reporter from WGN-TV who jumped to CBS 2
- Mark Malone -- former NFL quarterback and ESPN anchor came to our station as lead sports anchor
- Megan Mawicke – sports reporter at WMAQ-TV who made the move to CBS 2
- Jim Mullen – former Chicago police officer disabled on the job reports on issues related to the disabled on our 4pm news twice monthly
- Richard Roeper – prominent columnist for the Chicago Sun-Times now also reviews movies for us on our morning and 6pm shows on Fridays
- Rafael Romo – the first Chicago example of a Spanish-language reporter who crossed over into English-language television, a former weekend anchor at WGBO-TV (Univision)
- Randy Salerno – anchor of WGN-TV noon news moved to anchor our morning and 11am newscasts
- Dave Savini – one of the leading investigative reporters in Chicago signed with us to partner with Pam Zekman in the investigative unit (“The 2 Investigators”)
- Jim Tilmon – longtime weather anchor at WMAQ-TV came out of retirement to join our weekday afternoon team as weather anchor and the station’s aviation analyst
- Jim Williams – former ABC correspondent and reporter at WGN-TV was hired as a general assignment reporter, and later promoted to anchor the new weekend morning news
- Marvin Zonis – reknowned expert on the Mideast and professor at University of Chicago became our exclusive analyst on the war and terrorism
- Bill Zwecker – local celebrity columnist at Chicago Sun-Times took over the entertainment beat at CBS 2

This station’s attention to the local story and dedication to excellence has earned CBS 2 several news awards in the past year, including three local Emmys and the Illinois Associated Press awards for best newscast, best newswriter, and best spot news. Community groups have also taken notice. Reporter Vince Gerasole received the 2004 David Award for excellence in communications from the Italian American Union and the 2003 DaVinci Award from the Sons of Italy. Medical Editor Mary Ann Childers received the American Heart Association’s Women’s Legacy Award. Entertainment Reporter Bill Zwecker, Investigative Reporter Pam Zekman and Reporter John Drummond were all honored in the past year with the Lifetime Achievement Awards—and Reporter Suzanne LeMignot was recognized by Cook County Crime Stoppers for community education, as well as by two local schools, Perspective Charter School and Bunche Elementary School, for mentoring children.

Local News continued...

- How many local newscasts are aired per week? What percentage of your daily programming is devoted to local news? Has your station added newscasts in the morning or at other times?

In the summer of 2002, CBS 2 aired four hours of news each weekday and an hour each Saturday and Sunday. That commitment has greatly expanded:

- Launched 8am hour of Saturday news and 6am and 10am hours on Sunday the weekend of July 19th, 2003.
- Launched 4pm half-hour newscast on September 15th, 2003
- Launched 6pm half-hour newscast on October 13th, 2003 (dropping 11am half-hour of news to accommodate programming)
- Re-instated 11am half-hour on September 13th, 2004

In sum, CBS 2 programs five hours of local news weekdays; two hours on Saturdays and three hours on Sundays. The shows are local-focused, with local reaction included when national stories are reported. In 2003, at our request, CBS Newspath began offering live shots from Washington, DC, for our morning newscast, and we have used that facility often to hook up Illinois lawmakers for live talkbacks on news of the day.

- Give examples of how your website is used to enhance local news coverage.

Our website provides a vital link to the community from our newsroom, particularly when viewers are away from a television. At cbs2chicago.com we are able to provide users with continuous news and permanent archival information. Our current archive includes more than 8,000 video streams.

Every major story reported on CBS 2 Chicago is featured on our website, often with supplemental information. At cbs2chicago.com, we include detailed information that is not featured during on-air news segments. Examples include phone numbers or addresses for government offices, community support groups, charity organizations, and churches.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues.

At CBS 2, we consider all local news public affairs. Our mission is to serve our viewers with news and local programming that highlights the colorful and rich diversity of the city, along with its challenges. The 30 hours of local news we present each week is an essential public service designed to inform and educate our viewers.

CBS 2's broadcast journalists, both on the air and behind the scenes, have a depth of experience in reporting local news and covering public affairs and events relevant to Chicago. In fact, on the weekend, CBS 2 has franchised a segment that highlights events taking place throughout the Chicagoland community.

Local Public Affairs continued...

“Eye on Chicago” is CBS 2’s weekly public affairs program, hosted by lead news anchor Antonio Mora. The show is dedicated to issues and concerns pertinent to Chicagoans. Whether it is in-studio newsmaker interviews or produced videotape features of local interest, “Eye on Chicago” reflects the local community. The program is 30 minutes in length, airing at 10:35PM Sunday nights, following the late local news. Recent segment examples include interviews with Chicago Alderman Burt Natarus on a pending city ordinance affecting the homeless, and an interview with Illinois Republican Senate candidate Alan Keyes. (Democratic candidate Barack Obama was featured on the show in August, 2004). Additionally, all candidates for the US Senate were interviewed on “Eye on Chicago” in the weeks leading up to the March primary election. In September, 2004, we devoted an entire episode of Eye on Chicago to issues affecting the Hispanic community in honor of Hispanic Heritage Month. The show explained how employment, immigration and religion impact Latinos in Chicago.

Throughout the entire year, CBS 2 Chicago showcases our commitment to local programming. We demonstrate this daily through local news coverage and quality local non-news programs. In 2003 and 2004 (to date) we produced the following local programs.

NOTE: Descriptions of each local program are included under the CREATING OR SELECTING PROGRAMMING bullet.

2003 LOCAL PROGRAMS

- **Five Community Parades:** (Each with a second run)
 - Southside Irish Parade (St. Patrick’s Day) – March 16
 - Polish Constitution Day Parade – May 3
 - Memorial Day Parade – May 24
 - 26th St. Mexican Independence Day Parade – Sept. 14
 - Columbus Day Parade – Oct. 13
- **Special OTO Events:**
 - Y-ME – Race Against Breast Cancer – May 11 (Mother’s Day)
 - St. Jude Dream Home Giveaway – June 29
 - Tall Ships Chicago – Parade of Sail – July 30
 - LaSalle Bank Chicago Marathon – Oct. 12 (3 ½ hours of coverage)
 - Christmas Eve Celebration – Dec. 24
 - At the 4th Presbyterian Church in Chicago
 - Holiday Hoops on CBS 2 – Dec. 30
 - Univ. of Illinois v. Univ. of Illinois at Chicago

Local Public Affairs continued...

- **Program Specials** (Each with a second run):
 - In Search of DuSable – Jan. 25 (Black History Month)
 - Portraits in Color – Feb. 22 (Black History Month)
 - Once Upon A Dream (Special Olympics) – July 19
Special Primetime Broadcast
 - Tall Ships Parade of Sail Preview – July 27
 - Oye Chicago! (Hispanic Heritage Month) – Sept. 27
 - Mysteries of the Mind (Epilepsy) – Dec. 13
- **Weekly Public Affairs Programs:**
 - Eye on Chicago (Politics, Neighborhood Issues, Local Economy)
 - Different Drummers (Religion, Spirituality, Charitable)

2004 LOCAL PROGRAMS

- **Five Community Parades:**
 - Southside Irish Parade (St. Patrick's Day) – March 14
 - Polish Constitution Day Parade – May 1
 - Memorial Day Parade – May 30
 - 26th St. Mexican Independence Day Parade – Sept. 12
 - Columbus Day Parade – Oct. 17
- **Special OTO Events:**
 - Y-ME – Race Against Breast Cancer – May 9 (Mother's Day)
 - LaSalle Bank Chicago Marathon – Oct. 10 (3 ½ hours of coverage)
- **Program Specials** (Each with a second run)
 1. In Search of DuSable – Jan. 25 (Black History Month)
 2. Portraits in Color – Feb. 28 (Black History Month)
 3. Eye on Chicago Special (Hispanic Heritage Month) – Sept. 26
- **Weekly Public Affairs Programs:**
 1. Eye on Chicago (Politics, Neighborhood Issues, Local Economy)
 2. Different Drummers (Religion, Spirituality, Charitable)

Creating or Selecting Programming

Local program productions are almost entirely predicated on serving the community. We produce 5 community parades each year, celebrating the ethnic heritage of the Irish, Polish, Mexican and Italian communities, plus the Memorial Day Parade to honor American soldiers fallen in wars past.

CBS 2 also produces one-time only special programs in recognition of Black History Month and Hispanic Heritage Month. Even the station's live 3 ½ hour annual telecast of the LaSalle Bank Chicago Marathon focuses on the diverse communities along the race route.

Additionally, other OTO specials such as "Weather Control" (severe weather) and "Mysteries of the Mind" (epilepsy) were produced to provide the public with important life saving information. In every case, meetings took place with community and industry leaders and organizers, to determine the most appropriate approach to the program production plan.

Preemptions

When necessary, CBS 2 has pre-empted network programming in an effort to serve the local Chicago area community. We do this every year on Sunday morning for the LaSalle Bank Chicago Marathon. We pre-empted prime time on July 19th, 2003 for the hour-long special "Once Upon a Dream." The show looked back on the 35 years of the Special Olympics organization, which was founded in Chicago.

Examples

Below is a complete list of all local projects that pre-empted regularly scheduled programs over the last two years.

Creating or Selecting Programming continued...

2003 Local Programming Pre-emptions

Feb. 22	Portraits in Color Pre-empted syndicated <i>Entertainment Tonight</i> The program put the spotlight on six prominent African American Chicago-based leaders, who were being honored by the DuSable Museum of African American History. Honorees were: Mavis Staples, legendary musical performer, Tom Burrell, leading advertising executive, Frank Clark, President of Commonwealth Edison, Carole Simpson, veteran ABC broadcaster, Lerone Bennett, author-historian and Editor of Ebony Magazine, Anna Langford, former Chicago alderwoman and civil rights activist.	30 min.	6PM
April 18	Eye on Chicago Special: Hometown Heroes Pre-empted syndicated <i>Millionaire</i> “Eye on Chicago”(EOC) is CBS 2 Chicago’s weekly public affairs program, hosted by lead News Anchor Antonio Mora, and dedicated to issues and concerns pertinent to Chicagoans. In this special EOC, Iraq War soldiers stationed near Baghdad and from the Chicago area were linked up “live” via satellite to members of their families in our studio, allowing real-time dialogue for the first contact opportunity for both sides since the beginning of the war.	30 min.	6PM
July 19	Once Upon a Dream Pre-empted network <i>48 Hours – Mysteries</i> The program commemorated the 35 th Anniversary of the Special Olympics, which started in Chicago in 1968. Special Olympics has become the premier program for people with cognitive challenges and developmental disabilities.	60 min.	7PM
July 30	Tall Ships Parade of Sail Pre-empted syndicated <i>Judge Judy</i> (2 eps) & <i>Hollywood Squares</i> All eyes were on the Chicago lakefront as more than twenty majestic Tall Ships and traditional sailing vessels graced Lake Michigan’s waterfront. <i>Tall Ships® Chicago 2003</i> is one of the most significant events ever to be hosted by the City of Chicago and CBS 2 was proud to be the exclusive television partner.	90 min.	3PM

2003 Local Programming Pre-emptions

Sept. 28	Oye Chicago Pre-empted syndicated <i>Hot Ticket</i> CBS 2 News’ Antonio Mora hosted this half hour show celebrating the rich Hispanic heritage found in the Chicagoland area. Antonio was joined by CBS 2 Weekend News anchor Sylvia Gomez and CBS 2 News Reporter Chris Hernandez. They featured stories on the vast influence Latinos have in the city, including Viva! Chicago Latin Music Festival, Cubs and Sox players, chefs at prominent restaurants, La Ley Radio and Feris Del Libro.	30 min.	11:05PM
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Creating or Selecting Programming continued...

- Oct. 12 LaSalle Bank Chicago Marathon 3 ½ hours 7:30AM
Pre-empted network *CBS Sunday Morning, Face the Nation*
The LaSalle Bank Chicago Marathon, an international sporting event, is regarded as one of the top three in the world. CBS 2's live continuous coverage of the October 12, 2003 race spanned 3 1/2 hours, using 30 cameras: stationary, airborne and rolling, past 1.2 million spectators, through 26.2 miles of Chicago. It is the only major marathon telecast produced entirely by a local television station.
- Dec. 24 Christmas Eve Celebration 60 min. 10:35PM
Pre-empted network *CBS Special Christmas Eve Service* (which was bumped to 11:35PM)
CBS 2 was proud to present the Christmas service from 4th Presbyterian Church in Chicago.
- Dec. 30 Holiday Hoops on CBS 2 120 min. 7PM
Pre-empted network *Navy NCIS & The Guardian*
Exclusive live coverage of NCAA Basketball: University of Illinois at Chicago vs. University of Illinois at Urbana-Champaign.

2004 Local Programming Pre-emptions

- Feb. 28 Portraits in Color 60 min. 6PM
Pre-empted syndicated *Hollywood Squares & Hot Ticket*
The program put the spotlight on six prominent African American Chicago-based leaders, who were being honored by the DuSable Museum of African- American History. Honorees were: Barbara Sizemore, Ph.D. - EDUCATION award. Paul Freeman, Dir. & Founder, Chicago Sinfionetta - THE ARTS award. R. Eugene Pincham, Esq., Retired Circuit Court Judge - CIVIL RIGHTS award. Herb Kent, Disc Jockey-WVAZ Radio - COMMUNICATIONS award. State Senator Margaret Smith (Retired) - TRUSTEE award. Jim Tilmon, CBS 2 Weather Forecaster - TRAILBLAZER award
- April 24 Weather Control 30 min. 6PM
Pre-empted syndicated *Hollywood Squares*
During severe storm season in the Midwest, immediate alerts and timely "what to do" information can save lives. Do you know what to do when a tornado strikes? How to respond to a flash flood? Where to turn for fast, accurate information? Turn to CBS 2 Weather Control for help
- Oct. 10 LaSalle Bank Chicago Marathon 3 ½ hours 7:30AM
Pre-empted syndicated network *CBS Sunday Morning, Face the Nation*
The LaSalle Bank Chicago Marathon, an international sporting event, is regarded as one of the top three in the world. CBS 2's continuous live coverage of the October 10, 2004 race spanned 3 1/2 hours, using 30 cameras: stationary, airborne and rolling, past 1.2 million spectators, through 26.2 miles of Chicago. It is the only major marathon telecast produced entirely by a local television station.

Creating or Selecting Programming continued...

BREAKING NEWS PREEMPTIONS:

- On the night of the Illinois primaries, Tuesday, 3/16: a 1:00 local update during NAVY NCIS and a 1:05 update during JUDGING AMY.
- Friday, 3/16: local special reports re: train collision interrupted GUIDING LIGHT (9:20-9:21am; 9:31-9:36am).
- Thursday, 4/1: local special reports during YOUNG AND RESTLESS (11:31-11:35am) and AS THE WORLD TURNS (1:23-1:25pm) re: truck accident.
- Wednesday, 4/21: special reports on Utica tornado interrupted GL (9:01-9:07am), PRICE IS RIGHT (11:00-11:09am), ATWT (1:28-1:45pm).
- Sunday, 5/23: special reports during REVERSIBLE ERRORS (8:00-8:03pm; 8:20-8:23pm, 8:32-8:35pm).\

Emergency Programming

Warning our viewers of approaching severe weather is central to our mission of public service. CBS 2 takes an aggressive stance on pre-empting programming to advise viewers of tornado warnings, and we have recently created a new display that allows viewers to see the live radar in combination with the text of all watches and warnings.

Our readiness was put to the test in April, 2004, when a series of tornadoes hit downstate, with extensive damage in the small Illinois town of Utica. Our 10pm weather anchor Steve Baskerville was on the air continuously from 9:30pm with analysis of the weather conditions that produced the violent storm -- a special leading into our 10pm newscast that evening. That night of coverage was nominated for an Emmy in 2004.

Countless hours have been devoted to upgrading our weather procedures and equipment.

Many items remain on our weather 'to do' list. There is a meeting every Wednesday at 1pm devoted to weather issues so that the focus doesn't let up.

There are several other examples of breaking news events related to public safety, in which the resources of the entire newsroom have been used to inform our audience:

- Water main break on Lake Shore Drive
- E2 nightclub disaster (nominated for Emmy in 2003)
- Lake Shore Drive protest
- Governor Ryan's pardons of death row (nominated for Emmy in 2003)
- Lincoln Park porch collapse (nominated for Emmy in 2004)
- Fire trucks collide (nominated for Emmy in 2004)
- Downtown county building fire
- Severe flooding in Des Plaines

Emergency Programming continued...

Six people lost their lives, trapped in the stairwell of the Cook County Administration Building on West Washington in September, 2003. CBS 2 led the way in the days following the county building fire with exclusive reports on the performance of the Chicago fire department – did firefighters do enough to save those lives? This coverage helped lead to the creation of two commissions – one reporting to the state, the other to the county – to try to answer the nagging questions raised in coverage of the horrible event. Both concluded that firefighters were generally too focused on putting out the flames, at the expense of search and rescue.

- Describe your station's investment in ENG or weather forecasting equipment.

CBS 2 has invested in a state-of-the-art weather forecasting and graphics system supported by Weather Systems International (WSI). A graphic display called "True View" gives viewers an on-screen depiction of future weather conditions.

A similar "True View" system is being installed at this date (Oct, 2004) that will give our morning show viewers a dynamic look at changing traffic conditions.

Our electronic news gathering (ENG) includes a fleet of 16 live trucks, 2 satellite trucks, and a helicopter.

Additional improvements include:

- Upgraded Doppler Radar with new processing that provides a more accurate and detailed representation of severe weather.
- Installed a Master Control DVE system that allows us to display more information during severe weather and will also allow us to get breaking news on the air quickly
- Purchased 5 new ENG trucks that allow us to cover news in areas that would be otherwise unavailable.

We do AMBER alerts and EAS when needed. We remain prepared to do them at a moment's notice.

Political Programming

- Describe any candidate debates sponsored or aired. Include examples of candidates declining debate offers.

Traditionally, candidates have limited the number of debates and have long-standing agreements with other news outlets. On several occasions CBS 2 has reached out to political candidates and organizations in an effort to televise debates. So far we have been unsuccessful but certainly not for lack of trying. This year alone we put together a coalition of CBS 2, the Chicago Chamber of Commerce and the Chicago Federation of Labor to pitch the U.S. Senate Candidates from Illinois on a Fall '04 debate. We also pitched a debate to the Illinois Democratic candidates for U.S. Senate during the Primary phase of the '04 election cycle, in partnership with the Moraine Township Democratic

Political Programming continued...

Organization. We remain willing and able to do Mayoral, Gubernatorial, Senatorial, Presidential and all other political debates.

- Does your station offer candidates other types of free air time? Give examples, and include examples of candidates declining offers of free air time.

This year, CBS 2 offered free air time to the candidates in the race for the U.S. Senate. In a segment called "Straight 2 The Issues," CBS 2 devotes one minute during 15 consecutive weeknights on our 6pm newscast. The two major candidates were invited to answer questions on a variety of issues facing the Senate. The sum was approximately 30 minutes of free air time discussing the following issues:

- What should happen to Saddam Hussein?
 - What is your timetable for pullout of troops from Iraq?
 - When should U.S. use military action in the war on terror?
 - What is your position on gay marriage?
 - What should be done to lower prescription drug prices?
 - What would you do with the "No Child Left Behind Act?"
 - What is your economic plan for poor communities?
 - What is your proposal for federal tax policy?
 - What is your position on abortion?
 - What is your position on gun control?
 - How would you show independence from Mayor Daley?
 - What is your position on affirmative action?
 - What is your plan for campaign finance reform?
 - What should be done to reduce delays at O'Hare Airport?
 - What is the single most important environmental issue facing Illinois?
- Describe your station's efforts to analyze important political/ballot issues or candidates. Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?

One of the many ways CBS 2 provides free airtime to candidates is through our weekly Public Affairs show "Eye on Chicago." The entire field of Republican and Democratic candidates for U.S. Senate, during the primary, and since, have been studio guests on this interview program. Invitations have been extended to and accepted by the Mayor of Chicago, Mayor Richard M. Daley. Numerous invitations to Illinois Governor Rod Blagojevich, have so far not been accepted. As stated above, every candidate for US Senate during the primary race appeared on Eye on Chicago. And, guests have included local Congressmen.

- Does the station cover local campaign and/or convention events? Give examples.

This station's commitment to political reporting is stronger than ever. CBS 2 in 2002 expanded its coverage of politics by assigning a fulltime producer to work with political editor Mike Flannery.

Political Programming continued...

CBS 2 has covered the 2004 Presidential campaign from the very start. The political team traveled to Iowa and New Hampshire early in the year. CBS 2 covered the Illinois delegations at the GOP and Democratic conventions. Our main co-anchors, Diann Burns and Antonio Mora, went to field anchor our coverage – Burns from Boston and Mora from New York. As part of our

coverage in Boston on July 27th, CBS 2 aired the keynote address of democrat Barack Obama live during primetime. Additionally, we conducted a live interview with Mayor Daley during our 10pm news.

At the GOP convention in New York, former Governor Jim Edgar joined Mora live on the night of President Bush's acceptance speech to provide analysis of the remarks. Our coverage on the Illinois delegation took Mora to Harlem where he reported on GOP delegates who volunteered to help paint a home being refurbished for the poor. Burns delivered a firsthand report of the response of ordinary convention-goers to Obama's speech. Our coverage was distinctive. CBS 2 was the only Chicago station to send its lead anchors to the conventions.

We continually try to bring national stories to the local level. For example, when President Bush delivered his state of the union address in January, 2004, we put together our own panel of "independents" to react to the speech for our 10pm newscast. Coverage of the legislature in Springfield is also a priority. The struggle to balance the state budget forced lawmakers to work overtime in 2004, and CBS 2 was in Springfield to bring updates in live reports from the capitol. In October, 2004, the

U.S. Senate candidates met to debate on radio in Springfield, and Mike Flannery was invited to be part of the panel of questioners.

- Describe the station's participation in promoting voter registration drives.

CBS 2 has aired a series of Public Service Announcements dealing with voter recruitment and registration. A new Public Service Announcement to increase voter turn-out on November 2, 2004 began airing this week(10/11/2004).

In this election the CBS 2 website placed emphasis on encouraging people to register to vote. Links were provided to both Illinois and Indiana voter registration websites to help people find needed information.

- Give examples of how your website is used to enhance political coverage.

The CBS 2 website provides expanded political coverage. In addition to streaming videos and archives, cbs2chicago.com provides exclusive detailed information obtained during station polling. Our SurveyUSA polls are posted online in their entirety. This allows viewers to download the same data we use to compile our news stories. Viewers can then chart trends and get clarification about stories aired on our station.

Political Programming continued...

Additionally, we will be posting complete “Straight 2 the Issues” segments on our website and archive the politician’s responses to our questions. These unedited responses are streamed on our website allowing users to easily compare the candidates.

Ultimately, we provide an archive of all political coverage during the season.

Civic, Cultural and Other Community-Responsive Programming

- Describe all programming targeted at particular segments of the community, including the number of hours weekly, and the nature of the programming (*e.g.*, foreign language, youth, women, minorities, farmers, religious groups, etc.)

Because outreach efforts are central to our mission at CBS 2, the station has created several unique broadcast templates that are regularly customized for specific communities and special interest organizations. They are:

CBS 2 Listens is our direct reach into the neighborhoods where our viewers live. Each quarter, we target a specific area and invite residents to meet with us in their community setting. It’s our way of introducing the CBS 2 news team to people in and around Chicago. And, in return, we often leave with viable story ideas and events that make it into our broadcasts.

Last quarter the station visited Northwest Indiana where nearly 300 residents turned out to express their outrage over proposed local property tax increases. From this, we featured several residents with different circumstances on our newscasts and explored their specific situations. The result: Within two weeks of our NW Indiana series, the governor withdrew his taxation proposal. While residents await the new proposal, CBS 2 is pleased that we were able to highlight the impact this tax program would have had on the local community.

The **CBS 2 Salutes** Series are targeted Public Service Announcements capturing area leaders reflecting on their ethnicity. Each year, in conjunction with national observances, CBS 2 recognizes the individuals from the Asian, Polish, Hispanic, Irish, Italian and African American communities with a series of month-long vignettes.

In conjunction with the salutes, CBS 2 partnered with the community to air several local parades, including:

26th Street Mexican Independence Day Parade
Columbus Day Parade
Polish Constitution Day Parade
South Side Irish St. Patrick’s Day Parade
Memorial Day

Note: Please see explanations of local programming listed in above bullets.

Civic, Cultural and Other Community-Responsive Programming continued...

LOCAL PROGRAMMING/SPECIAL BROADCASTS:

Recent 2004 examples of this kind of local programming include: “Portraits in Color,” “Oye Chicago,” and “Eye on Chicago.” “Portrait” put the spotlight on six prominent African American Chicago-based leaders, who were honored by the DuSable Museum of African American History.

“Oye” focused on leaders from Chicago’s Hispanic Community in a half-hour special during Hispanic Heritage Month. “Eye on Chicago” devoted the entire show, on Sept. 26 of ’04, to Hispanic themes such as immigration, bi-lingual education, health and welfare of undocumented workers and a unique pastoral program of the Archdiocese of Chicago.

CBS 2 has entered into a year-long partnership with the Brookfield Zoo. Each weekend, Reporter Susan Carlson identifies an interesting aspect of the famous zoo and presents a feature story designed to encourage children and their parents to visit the zoo.

In addition to our local programming, CBS 2 CHICAGO airs several syndicated shows including:

EVERY WOMAN: This half-hour weekly program features inspirational and motivational women from all walks of life; from Entertainment, Sports, Politics, Medicine and humanities. It focuses on their unique stories and uplifting courage to overcome adversity and strive to be the best they can be.

AMERICAN LATINO: Half-hour weekly. Every week this program takes an entertaining look into the world of American Latinos, revealing the cultural phenomenon impacting everyone in the U.S. – through the movies we watch, the food we eat, the music we listen to and more.

DIFFERENT DRUMMERS: Half-hour weekly program featuring discussions aimed at teenagers regarding the practice of religion in everyday life. The purpose of the show, which includes a teen audience drawn from diverse areas of the city, is to create understanding between groups with widely varying backgrounds.

LARRY ELDER SHOW: Half-hour strip focusing on empowering and bettering ourselves. 2-1/2 hours weekly.

To reach out to young viewers, each Friday morning, we visit a Chicago area high school to showcase the school and its football program. In his live reports, called Football Friday, spanning two hours, meteorologist Ed Curran uses this as an opportunity to educate our audience about the unique aspects of the school and its sports program. We make an effort to include both public and private high schools in all parts of our viewing area.

The challenges of the disabled are highlighted in twice monthly reports by disabilities reporter Jim Mullen. Mullen speaks from the heart and his own experience. Mullen was paralyzed by a bullet in the neck, while working ten years ago as a Chicago police officer on the beat. In addition, all of our newscasts are captioned for the hearing-impaired.

Civic, Cultural and Other Community-Responsive Programming continued...

Traffic congestion is a growing problem in the Chicago area. Aside from weather, it's the most common denominator for our viewers. Each morning and afternoon newscast, we launch our helicopter ("Chopper 2") to give our audience a bird's eye view of the tie-ups and accidents. CBS 2's pilot and airborne reporter Kris Habermehl has an excellent grasp on commuter issues, and reports spot news from Chicagoan's perspective. The helicopter is up for an average of 90 hours monthly. On Sundays at 10pm, our traffic reporter Susan Carlson looks at a topic of interest to those who drive to get around ("Cruisin' with Susan"). Carlson also examines the latest ideas about mass transit. A recent story looked at the problem of drivers using fake handicapped parking placards. Illinois has among the highest gas prices in the nation, and CBS 2 has offered analysis and reaction.

Concern about the plight of military families led CBS 2 to take a bold step in the spring of 2003 and accompany a group of soldiers to Iraq. Reporter Jay Levine and photographer Dave Fox "embedded" with the 101st airborne – and sent back stories documenting the danger and harsh living conditions. Their documentary ("The Road to Baghdad") won Emmys for both content and writing in 2003. Since that time, we have continued to follow soldiers and their families awaiting their return. The soldiers come from all walks of life. In January, 2004, we told the story of a Chicago public school teacher from the South Side who comes from a military family – the soldier's mom is also a reservist. We reported on the homecoming of members of the 822nd military police company based out of Arlington Heights and the efforts of a suburban "grandma" making Valentine bags to soldiers serving overseas, as well as a local Girl Scout troop that encountered problems sending over cookies and care packages.

In October, 2004, WBBM-TV told the amazing story of a military wife delivering quintuplets in Naperville only days after her husband was seriously injured in Iraq. The concern over the health of the babies, the health of the father and the family's financial future made for several compelling local elements. In fact, CBS 2 joined forces with Jewel-Osco and TCF Bank to establish a community

fund in support of the family. Each company donated \$1,000 to jump-start the effort.

Topics on religion are of broad interest to our diverse viewers. Each Sunday during our 6am news, Pastor Gene Appel offers a religious perspective on the news of the day ("On Second Thought"). In addition the weekly Saturday breakfast meetings of Operation PUSH often serve as the springboard for stories, as the Rev. Jesse Jackson issues a call to action among his followers.

The Archdiocese of Chicago is the subject of much news coverage, due to Chicago's large Roman Catholic population. The priest sex abuse scandal has dominated coverage over 2003-2004, with CBS 2 traveling with Francis Cardinal George to both Washington and the Vatican as he discussed the scandal with other church leaders.

The Jewish holidays are important, as well. Highlights in 2004 included a story about Skokie's Matzo factory –the only kosher matzo bakery in the United States outside New York.

Civic, Cultural and Other Community-Responsive Programming continued...

- Describe any coverage of local events, such as local sports, museum openings, fairs, holiday events, local theater, fire or police outreach events. Give examples.

CBS 2 made coverage of local theater and museums a priority by hiring a fulltime local entertainment reporter, Bill Zwecker, as well as a film critic, Richard Roeper. The goal is to report the local “buzz” on entertainment news. We weave this into our daily coverage. Zwecker is on every morning and at 11am. Roeper comes on set each Friday – for both the morning and 6pm newscasts.

Over the summer, we regularly showcase the neighborhood festivals, including Blues Fest, Jazz Fest, Gospel Fest, etc. This spring, we also gave viewers a sneak peak at a new cultural center and theatre complex in the Bronzeville neighborhood.

New exhibits at Chicago’s major museums are showcased as they open, along with this summer’s dramatic unveiling of “Millennium Park” – in all its glory! Several days of live reports from the Millennium Park site provided much anticipation and excitement, once the sculptures were seen by all.

In August, we took the satellite truck downstate for several days, where feature reporter Vince Gerasole filed a series of live reports from the Illinois State Fair in Springfield.

Helping our viewers understand the jobs of city servants is often a challenge. In September, 2004, weekend anchor Jon Duncanson accepted an invitation from the Chicago Fire Department to go through two days of training to experience what the firefighter goes through firsthand.

On the sports side, professional teams can dominate the coverage, unless a commitment is made to the enterprise stories. Young athletes are part of our regular coverage. Recent stories include:

- An 11-year-old boxer from Harvey
- A peewee football player (who is a girl)
- A 12-year-old female golfer who was a National Long Drive Champion
- Naperville Central basketball player Candace Parker
- A teenaged tennis standout from the Midtown Tennis Club
- A young female softball pitcher from Wilmette who is mentored by her blind father
- An update on Chicago prep star Rocky Clark- left paralyzed from a football injury four years ago
- Former NBA great Isiah Thomas returns to his alma mater to pledge a computer laptop for each student
- The last hoorah for a suburban cheerleading squad whose school is closing

Civic, Cultural and Other Community-Responsive Programming continued...

- Describe your station's coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking & driving, domestic abuse, and similar issues. CF

Our investigative unit ("The 2 Investigators") includes two reporters and four producers working fulltime on important issues like bad doctors, ghost payrolling, drinking and driving, and police brutality. Over the past year, CBS 2 has expanded its investigative unit ("The 2 Investigators") with the assignment of a fulltime executive producer to oversee operations of the unit, as well as the hire of award-winning journalists Dave Savini and Michelle Youngerman. The output of the unit beginning July, 2004, when Savini came on board, has been impressive. Stories have included:

- Police torture/Hobley (exclusive)
- Caught in the Net/Trampoline Safety (exclusive)
- IDOT Workers/Dancing on the job (exclusive)
- IDOT Workers Follow/Governor reacts
- IDOT Workers Follow/Workers suspended
- Deputy Dog (exclusive)
- Deputy Dog Follow/Deputy quits and money returned
- Police torture/Garrity (exclusive)
- For Your Pet's Sake follow/Heartworm drug removed from market (originally worked with WBZ, Boston, on breaking the story about dog deaths)
- Police torture/Burge deposition
- DUI/Harris sentenced in highway flagger death
- Lessons learned from deadly porch collapse/One Year Later
- Lockformer settlement (exclusive tip)
- Ice Cream Convicts/ice cream truck drivers with checkered past (exclusive)
- Jail Beating Follow (exclusive)
- Fighting City Hall/nightmare stories of being wrongly hounded for fines (exclusive)
- Tollway Sharks/woman told she owes \$18,000 in missed tolls (exclusive)

We are careful to select stories that reflect the interests of our entire audience. The list above is a good example of how Pam and Dave complement each other in investigating stories in the heart of Chicago, as well as the collar counties. We were recently nominated for Emmys for our reports on government workers loafing on the job ("Time Killers") and police brutality ("Serve and Protect")

On Tuesdays during the 4pm news, we present a segment ("Smart Consumer") that highlights consumer topics of particular interest to our senior citizens. Recent subjects include the pros and cons of using your debit card for purchases, how to save with online coupons, shopping secrets, and an organization that helps working poor afford down payments for homes.

Civic, Cultural and Other Community-Responsive Programming continued...

- Describe any PSAs local groups or addressing local issues, including the number of PSAs aired per week. Give examples of any particularly successful campaigns.

CBS 2 Chicago airs topical, seasonal and issue-specific Public Service Announcements. On average, the station airs 25 PSAs per week and will feature announcements supporting station initiatives during highly visible time periods.

Our most recent and most successful public service campaigns include:

- The 2003 and 2004 Y-Me Race Against Breast Cancer, where the station produced and aired this issue-specific PSA on average of 10 times each day, for 3 weeks. Our mission was to raise awareness and generate participation in the Y-Me Race on Mother's Day. The race was then televised on CBS 2.
- During the Wear Red Campaign for the American Heart Association in February 2003 and 2004, the 4 pm anchors fronted a PSA detailing warning signs of heart attack and stroke. Then, on February 14th, all station anchor teams wore red to bring additional attention to the campaign.

(Please also see attached list entitled OTHER CBS 2 CHICAGO APPERANCES which details our outreach to organizations throughout our viewing area).

Music

- Does your station provide on-air opportunities for local artists, either periodically or on a regular basis? Are local artists promoted, interviewed? Give examples.

On CBS 2 morning news, local musicians are featured and perform live. For example, when the CBS 2 Early Show came to Navy Pier for a live remote, our local group, Poi Dog Pondering, was invited to entertain the onlookers and the television audience for the 8am local hour of the broadcast.

Additionally, our morning news regularly invites guests with a talent to come on the show. For instance, local middle school students, who with inventions judged to be exceptional, brought their work on set to explain their ingenuity.

- Does your station try to air music in less mainstream genres (*e.g.*, jazz, classical, bluegrass/roots, etc.) or offer formats new to the community? Give examples.

Yes. Each week, we reach out to local high school orchestras and marching bands and invite the students to play the CBS 2 theme music on our news. We play that week's student performance at the close of our Friday 5pm show under credits. We announce the school at the beginning and display information about the band on screen and on our website.

Station Participation in Community Activities

- Give examples of your station's support of non-profit and charity initiatives, such as telethons and other efforts on behalf of the March of Dimes, United Way, Make-A-Wish, etc. Are station executives on the boards of such groups?

CBS 2 does not simply accept solicitations to get involved with not-for-profit and charitable organizations, we actively look for opportunities to participate in local events and activities that support station and Viacom initiatives. We regularly lend talent to not-for profit activities. (Please see OTHER CBS 2 CHICAGO APPEARANCES for a list of organizations).

President and General Manager, Joe Ahern, is on the boards of the Children's Memorial Hospital in Chicago, the Radio Center for People with Disabilities, and the Illinois Commission examining the 1954 Supreme Court decision, Brown v. Board of Education; VP/Station Manager Fran Preston serves on the board of the Boys and Girls Club of Chicago; and lead anchor, Diann Burns, is on the Board of Pediatric AIDS Chicago and serves as their emcee for all local events.

Most recently for ViaCommunity Day, CBS 2 spearheaded an all-station blood drive with the help of Life Source, which generated nearly 30 pints of blood in one day.

Additionally, CBS 2 has created a speakers bureau, where reporters and anchors participate in a variety of charitable activities, such as events for the American Diabetes Association, the Epilepsy Foundation and Special Olympics. This year alone, CBS 2 talent and management have participated in nearly 100 local events, donating their time and talents by serving as emcees, walkers, runners, bikers and even readers to elementary school students.

- Provide examples of how your station promotes causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.

In addition to the blood drive, CBS 2 hosted a flu shot program in 2003 and regularly lends talent and on-air resources to community fundraisers. The station has helped to raise money and awareness to for local, parks, school bands and crime-fighting efforts.

- Give examples of station involvement in education initiatives, such as partnering with schools to promote their needs for school supplies, or promoting immunizations or after school programs.

For the start of the 2004-05 school year, CBS 2 was the only station to reach out to the Chicago Public Schools and serve as a media partner on their back-to-school initiative.

Lead 5, 6 and 10 pm anchors, Antonio Mora and Diann Burns, recorded a telephone message that was delivered to more than 435,000 households reminding parents of the school start date

Station Participation in Community Activities continued...

- President and General Manager Joe Ahern joined school officials in the press conference announcing back-to-school plans
- For 4 consecutive weekends, reporters participated in back-to-school neighborhood festivals, where they read stories and called pick-up basketball games
- Spanish-speaking talent went door to door, the week before school opened to remind parents to make sure kids attended school the first day
- Weekend anchors, Jim Williams and Alita Guillen, on the Saturday after the opening of the Chicago Public Schools hosted a free immunization event in conjunction with a local food store.

In the context of news, CBS 2 will feature school board, local school council or other relevant education-related meetings.

- Give examples of how your website is used to promote community service/involvement.

Our website includes a complete community section which includes station-sponsored events, community project information, and a community event calendar that encourages non-profit organizations to post their events online. The calendar is showcased on our homepage every weekend to encourage users to view it. In the past year the calendar has been viewed 67,527 times by our users. Community groups have been able to promote 1,209 not-for-profit events held in Chicago and throughout our viewing area.

WWHO-TV COLUMBUS, OH LOCAL INITIATIVES

Local Public Affairs

WWHO produces SPOTLIGHT, a weekly Public Affairs program. The Show is 30 minutes long and airs on Saturdays at 7am. SPOTLIGHT covers local issues, community leaders and programs, through a combination of interviews and on-site visits.

Creating or Selecting Programming

WWHO solicits public comment on programming and public affairs through our station website and on-air announcements. We regularly respond to e-mail and phone comments and questions.

WWHO preempts network and syndicated programming throughout the year to present sports events of local interest (Ohio State and Big Ten Basketball, Columbus Crew Soccer, and Cincinnati Bengals football).

Emergency Programming

WWHO runs National Weather Service bulletins through an automated crawl system. We are investigating additional equipment purchases to further upgrade this system.

WWHO is tied into both AMBER and EAS alert systems.

Political Programming

WWHO airs interviews with non-partisan organizations (League of Women Voters, etc.) encouraging voter education and participation.

The following represent the station's participation in promoting voter registration drives.

- NAACP Empowerment in the Park, sponsored by UPN Columbus. PSA was generated and aired informing of voter registration taking place during the event. Buttons distributed for both Bush and Kerry supporters.
- Family Fun Fest, sponsored by UPN Columbus. Promoted event that had voter registration.
- Various UPN Network generated PSA's ran encouraging people to register to vote.

Civic, Cultural and Other Community-Responsive Programming

SPOTLIGHT regularly profiles local festivals and artists. In addition, ninety minutes of weekly programming is devoted to a diverse set of local religious groups (Catholic Mass, Evangelical, and African-American).

SPOTLIGHT has visited a variety of local cultural sites and events, including the Ohio State Fair, the Arts & Craft Museum, the Ohio Historical Society, the King Arts Complex, and the Chillicothe Pump House Museum. Public Safety events and organizations profiled include the Columbus Fire Department, the Ohio State Highway Patrol, and the Ohio Department of Health.

The following items are examples of PSAs highlighting local groups or addressing local issues, including the number of PSAs aired per week.

- Keep Columbus Beautiful – A community improvement program that promotes litter prevention, cleanups in neighborhoods and public areas, graffiti abatement, voluntary recycling and beautification efforts. UPN Columbus aired an average of 4 spots/week from January 2004 – present. In 2004, Keep Columbus Beautiful assisted in establishing 406 cleanup groups (30 more than in 2003) of more than 10,000 volunteers.
- Asian Festival – UPN Columbus ran 16 spots/week promoting this event.

SPOTLIGHT regularly covers topics of local relevance, including highway and workplace safety, drinking and driving, health issues/tips, and area charities and agencies that offer services and assistance within our viewing area.

Music

As part of our coverage of local culture, SPOTLIGHT visits arts festivals and interviews a variety of artists and performers. (Latino Festival, Asian Festival, Music in the Air)

Station Participation in Community Activities

There is a Community link on the UPN Columbus website which will lead you to different activities in the community. There is also a written request form to find out what interests are in the community. This allows viewers to voice their opinions and send it to our station.

Examples of station's support of non-profit and charity initiatives:

- Franklin County Children's Services – ran PSAs during November and December to promote Holiday Wish. Employees also donate toys.
- United Way - held a week-long drive requesting donations from employees.

- American Red Cross – Kimberly Showell, Public Affairs Coordinator, is a co-chair on the Diversity Board of the Columbus Chapter. UPN Columbus has sponsored 5 blood drives in 2004.
- Columbus Urban League – Sponsored and helped to raise money for the Diversity Walk to assist the Urban Community in Columbus.

Information is posted on the UPN Columbus regarding different events in the community, such as health screenings, free vaccinations, fundraisers, etc. There are also Community Calendar PSAs generated to accommodate our TV viewers that may not have access to the internet.

The following represent examples of station involvement in education initiatives, such as partnering with schools to promote their needs for school supplies, or promoting immunizations or after school programs.

- Sponsored and attended the NAACP Empowerment in the Park where school supplies were distributed to the children in the community.
- Sponsored and attended Stuff the Stadium where school supplies were collected at Clipper's Stadium and distributed to 5 inter-city schools and a family shelter. UPN Columbus and Pepsi donated \$6,000 to assist with the collection of supplies.
- UPN Columbus visited 2 after school programs to assist with food preparation, organizing, cleaning, homework, arts & crafts & games.
- WWHO is involved with local area high schools in a project called "Get Real". We partner with the school to present real life financial situations to sophomores and juniors once they graduate. Everything from opening a banking account to paying for pediatricians is covered.

KTVT/KTXA
Dallas, TX
LOCALISM INITIATIVES

LOCAL NEWS PROGRAMMING

SCHEDULE – CBS 11 airs 29.15 hours/week, 20 % of program schedule

WEEKDAYS – 26.65 hours/week (including local news windows in network morning and overnight news programming)

5-7AM (10 hours)
7-9AM (1.40 hours/Early Show cut-ins)
4-5PM (5 hours)
5-5:30PM (2.5 hours)
6-6:30PM (2.5 hours)
10-10:35PM (2.25 hours)
Late News Repeats (3 hours)

WEEKENDS

SAT

6-6:30PM (.5 hours)
10-10:35PM (35 minutes)

SUN

5:30-6PM (.5 hours)
10-11PM (.5 hours – time depends on sports over runs)
Late News Repeats (.5 hours)

EXPANDED NEWSCASTS

- Approximately **15** extra hours per year for live news events, breaking news and severe weather.

NEWSCASTS “ON THE ROAD”

- CBS 11 takes the 4, 5, & 6 O’Clock newscasts “On The Road” to various communities across our coverage area on a quarterly basis.

UPN 21 DAILY NEWS CUT-IN’s

Starting in September 2004, UPN 21 began airing “The Daily Buzz” syndicated news from 5am-8am, featuring 6 – 1:20 local weather segments and 2 – 2:00 local news segments daily. Amounting to 1 hour weekly or approximately 17 hours from September-December 2004.

STAFFING

REPORTERS/ANCHORS/PHOTOGRAPHERS

- One of the largest commitments to local news in North Texas.
- Newsroom staffed 24 hours.

SPECIALISTS/LOCAL EXPERTS

- Jim LaCamp – Financial Analyst
- John Weakly – Politics
- Tom Giboney – Middle East
- The Editors of D Magazine

EDITORIAL COMMITMENTS

CBS 11 is committed to “Coverage You Can Count On” by providing fast, fair and factual coverage on significant local issues and events.

Experienced reporters cover the following beats:

- Consumer Alerts (1)
- Medical Correspondent/MD (1)
- Investigative (4)
- Education (1)
- State Government (1)
- Local Governments (4)
- Crime & Safety/Security (1)
- Environment (1)
- Growth/Development (1)
- Traffic (2)
- Community-based Journalism (5)
- Local prep Sports (1)

RESOURCES

Two Newsrooms: CBS 11’s coverage area includes 32 counties, featuring 2,292,760 households throughout the North Texas Region. We have fully staffed bureaus and facilities in 2 locations to provide thorough local coverage.

- Fort Worth Newsroom
- Dallas Newsroom

ENG/SNG Equipment:

- 8 ENG Trucks
- 2 SGN TRUCKS
- 4 Receive sites to allow coverage across North Texas
- 4 Camera network that covers the entire Metro area
- Texas Department of Transportation camera partnership system for pictures through all major arteries in North Texas.
- 4 fiber links to allow coverage and shots from 3 major city locations
- Bell 407 Helicopter with Ultra Media 3 Camera system with infrared and extensive microwave coverage.

Weather Technology: CBS 11 & UPN 21 provide comprehensive local weather coverage and emergency severe weather coverage to North Texas viewers. Several specifics on weather and emergency equipment are listed below:

- Live Doppler Radar
- Storm Tracker
- Hail Tracker
- VIPIR Storm System
- Street Level Mapping
- 3-D Mapping
- Tornado Identification System
- Threat Net
- Quest Instant Storm Alert
- Nationwide Tracking Network
- Terrain Imaging
- Satellite Imaging
- Threat Net Radar System

ACCESSIBILITY WITH COMMUNITY

CBS 11 and UPN 21 operate under a mandate of public right to know and public service. It is of an utmost priority that our viewers have multiple ways they can access the television stations and news department.

- Community Forums; CBS 11 News Management and On-Air Staff meet several times per month with different community groups to solicit feedback on coverage and collect editorial ideas from these groups that are relevant to them.
- Tipline; CBS 11 News operates and advertises a tipline for viewers to utilize to call the newsroom with story ideas.
- Investigative Line; CBS 11 News operates and advertises a tipline, that may be used anonymously, for viewers to officer tips for investigation of wrongdoing and injustice.
- CBS 11 Editorials; In October of 2004, CBS 11 created an editorial board to solicit and present editorials on important local issues. This board will meet weekly.
- Community Feedback; CBS 11 News and Station Management meet collectively and individually with local viewers, civic leaders and community organizations to receive feedback on news programming, community events, public service announcements and programming.

- Website includes email links for viewers to contact the following staff or groups:
 - o General Comments
 - o News Department; including anchors and reporters
 - o Tipline
 - o Investigative Line
 - o Ask Dr. Mona (health)
 - o Community Calendar requests
 - o Speaker request
 - o Technical or Broadcast issues
 - o Tips for Investigative Reporters
 - o Tips for News Department

WEBSITE COMMITMENTS

CBS 11 and UPN 21 are committed to providing informative, up to date information via our websites. Each department is responsible for the administration and management of on-line information pertaining to their department.

- Video streaming of newscasts (after air)
- Local radar and weather forecasts
- Updated content
- 11 News Notifier (instant weather and news updates to your desktop)
- Feature stories posted

Currently steps are underway to provide LIVE streaming of news, weather and breaking news events.

CONTENT INFORMATION PARTNERSHIPS

In an attempt to provide the most in-depth local coverage possible, CBS 11 News and UPN 21 continue to build and establish strong partnerships to enhance our content. Examples of these partnerships are listed below.

D Magazine – This exclusive editorial partnership allows more local coverage in our newscasts – as our assignment desks, reporters and producers share content. In addition, the magazine helps us promote our community service projects.

Radio Partners – – We are partnered with 50,000 watt, clear channel KRLD Newsradio 1080 (Infinity Broadcasting) and several other radio stations as a way to strengthen our ability to gather and distribute local content, provide a back up system for emergency information distribution and solicit support for critical community service projects.

Dallas Child/Fort Worth Child/Dallas Teen/Fort Worth Teen - This partnership with specialized magazines that focus on parenting, children and teenagers.

Texas Department of Transportation – This content partnership allows us updated road information.

League of Women Voters - This partnership allows us to provide more resources for informational efforts to educate the viewers on voter registration and ballot issue information. We partner on pamphlets and viewer call-in centers.

EDITORIALS/COMMENTARIES

-Editorial Board; CBS 11 has recently launched an Editorial Board that will tackle local issues. The Board meets weekly and plans to launch regular editorials in late 2004.

-Medical Reporting; CBS 11 is the only station in North Texas to feature a physician, Dr. Mona, on staff who offers advice and reports on the latest developments in the healthcare industry.

OTHER EDITORIAL PROGRAMMING PRODUCED BY NEWS DEPARTMENT

In addition to regular newscasts, the news department produces approximately 60 hours of local specials each year. An outline of these specials is listed below:

- Instant Specials; breaking news/weather/emergencies
- Community Specials; community needs/services/inspirational
- Arts/Culture; Entertainment and informational
- Sports; local team coverage for Dallas Cowboys, Dallas Mavericks
- The Score – a weekly local sports program that airs on Sunday nights
- The Troy & Babe Show – a local sports show featuring former Dallas Cowboys Troy Aikman and Babe Laufenberg.
- 4, half-hour annual golf specials for Byron Nelson and Colonial Golf Tournaments.

PROFESSIONAL ALLIANCES TO PROTECT FREEDOM OF INFORMATION FOR PUBLIC

- Texas Broadcasters Association
- Radio-Television News Directors Association
- Radio-Television News Directors Foundation
- Freedom of Information Foundation of Texas
- Society of Professional Journalists
- National Press Photographers' Association
- Investigative Reporters and Editors
- Dallas Press Club

PROFESSIONAL COMMUNITY RECOGNITION

CBS 11 has been recognized locally and nationally for excellence in journalism and broadcasting. Some of these honors include:

- National and Regional Edward R. Murrow Awards
- National and Regional Emmy Awards
- State Broadcasting Awards
- National Gabriel Awards
- National Headliner Awards
- State Katie Awards

LOCAL PUBLIC AFFAIRS

PUBLIC AFFAIRS PROGRAMS/SEGMENTS

CBS 11 and UPN 21 identify local news and events that impact our community and provide programming time and/or coverage accordingly.

WEEKLY

Positively Texas, Saturday's 8:30am/UPN 21

Locally produced weekly public affairs program. Content includes local issues, community events, interviews with civic and community leaders. Hosted by Iola Johnson. Thirty minutes.

POLITICAL/ISSUE DEBATES

- 32nd Congressional District final debate between Martin Frost and Pete Sessions. Moderated by CBS 11 Anchor and Managing Editor Tracy Rowlett, October 2004
- Live Dallas Mayoral Debate, January 2002
- Live Dallas Mayoral Debate, April 2003.

SPECIALS

- 11 Days of Christmas Wishes, annual special -December
- JFK's 40th Anniversary Special
- Cattle Baron's 30th Anniversary Special – American Cancer Society

PUBLIC AFFAIRS SEGMENTS IN NEWSCASTS

- **Live Call-Ins;**
 - o **“Ask The Experts”** – focuses on health related issues and concerns. Monthly event features medical professionals, physicians and local non-profit agencies who service the medical needs of the monthly topic. Topics have included Healthy Heart, Allergy and Asthma, Women's Health, Men's Health, Sports Medicine, Breast Cancers, Diabetes, Cold and Flu, Arthritis and various types of Cancers. Hosted by medical reporter, Dr. Mona.

- **“11 On Call”** – focuses on local news issues that impact our community. Topics have included Disaster Preparedness, Helping Your Child Understand War, West Nile Virus, Today’s Job Market, Tax Tips, Credit Woes, Divorce, Obesity and tax changes are among past topics.
- **SPCA Pet of the Week** – weekly animal adoption segment featured on Friday’s.
- **Inspirational People** – focuses on outstanding individuals in our community who overcome incredible challenges and provide inspiring and uplifting hope for others.
- **Connect With Kids** – three times weekly, stories focus on character building topics that feature children, teens and families addressing the pressures facing children, teens and families today.

PROGRAMMING

In addition to regularly scheduled newscasts, CBS 11 airs approximately 10 hours of expanded newscasts and 15 of hours special live coverage.

Research, interaction, and focus group feedback has provided information regarding the specific areas of interest in our community. Our General Manager, Station Manager and Director of Community Affairs and Special Projects keep direct lines of communications open with civic leaders, non-profit organizations and service groups

PROGRAM STANDARDS/PRACTICES

- Management Review; CBS 11 & UPN 21 Station Management regularly review community values and program schedules to ensure programs meet community standards, as well as compliance with company policies on content.
- Email to Station; CBS 11 & UPN 21 solicits and answers e-mail from viewers on station programming.
- Viewer Comment Lines; CBS 11 & UPN 21 operates a phone line for viewers to call and offer feedback regarding station programming.
- Program Screening; as needed

REGULARLY SCHEDULED LOCAL PROGRAMMING OUTSIDE OF NEWSCASTS

LOCAL PROGRAMS – CBS 11 & UPN 21

- Professional Sports
 - Dallas Cowboys “In The Huddle”
 - Dallas Cowboys Pre-Game Show
 - The Score with Babe Laufenberg
 - Dallas Cowboys Post-Game Show
 - The Troy & Babe Show
 - Dallas Mavericks Pre-Game Show
 - Dallas Mavericks Post-Game Show
 - Special Edition with Jerry Jones

- High School Sports
 - o High School Extra
 - o Sonic High School Football/Basketball
 - o High School Edge
 - o High School Extra LIVE
- Local Lifestyle Programs
 - o Texas Country Reporter – regularly scheduled weekly half-hour program featuring unique Texans, locations and regional artisans.
 - o Taste of the Southwest – regularly scheduled weekly half-hour program featuring fine southwestern cuisine and living.
 - o Golf Texas Style-seasonal weekly show featuring the areas most exciting and challenging golf courses.
 - o Lone Star Links-seasonal weekly show featuring local golf courses.
- Arts/Entertainment
 - o Da’ Blues – weekly half-hour program featuring locally touring jazz and blues artists.
 - o Flava TV-weekly hour program featuring local artists as well as national music performers of interest to the African-American community.

LOCAL SPECIALS PRODUCED OUTSIDE OF NEWSCASTS

- **COMMUNITY EVENT COVERAGE**
 CBS 11 and UPN 21 routinely cover local community events that promote community activities, civic importance and are important to the community. Some examples of past specials include:
 - o MLK Symphony Celebration, January 2002
 - o Cattle Baron’s – 30th Anniversary, October 2003
 - o JFK 40th Anniversary, November 2003
- **INFORMATIONAL/EDUCATIONAL SPECIALS**
 - o Severe Weather Specials; CBS 11 News’ Storm Team inform viewers of the dangers of severe weather, how to take the proper precautions when severe weather strikes North Texas.
 - o Year In Review; CBS 11 News photojournalists recap the year of current events, milestone and key community stories of the year.
 - o Connect with Kids; regularly scheduled half-hour programs focusing on character based issues facing children and teens. Peer to peer educational programs air August through June.
- **TELETHONS/FUND RAISING EVENTS**
 - o UPN 21 aired the United Negro College Fund in 2002, 2003 and 2004. Renewed for January 2005.
 - o CBS 11 and UPN 21 aired the Children’s Miracle Network Telethon in 2003 and 2004.

- **EMERGENCY PROGRAMMING**

CBS 11 and UPN 21 are committed to providing viewers with the latest, most accurate emergency information. Methods in which information is provided to viewers are listed below:

- Newscasts
- Local Specials
- Squeezeback of Programming
- Crawls
- Cut-Ins
- Expanded coverage
- Radio partners
- Web
- 11 News Email Notifier
- EAS/Amber Alerts

- **POLITICAL PROGRAMMING**

○ **Debates**

- 32nd Congressional District final debate between Martin Frost and Pete Sessions. Moderated by CBS 11 Anchor and Managing Editor Tracy Rowlett, October 2004
- Live Dallas Mayoral Debate, January 2002
- Live Dallas Mayoral Debate, April 2003.

○ **Convention Events**

- CBS 11 is committed to providing live and local coverage on the national political conventions with time and correspondents.

CIVIC/CULTURAL/COMMUNITY RESPONSIVE PROGRAMMING

TARGETED PROGRAMMING

CBS 11 is committed to producing specials, as warranted to meet the needs of viewers. This includes specials, live coverage and news segments. Below are a few examples:

- Connect with Kids; regularly scheduled half-hour programs focusing on character-based issues facing children and teens. Peer to peer educational programs air August through June. (5 hours)

LOCAL EVENTS

CBS 11 and UPN 21 routinely cover live events of civic importance to make those events and activities accessible to North Texans. Some examples of these events include:

- MLK Parade and events
- Black History Month events
- State Fair Scholarship Luncheon
- Chisholm Challenge (special needs rodeo)
- Mi Escuelita Family Health Fair (Latino Health Fair)
- Kidney Texas Fashion Show

PUBLIC SERVICE ANNOUNCEMENTS

-PSA's

- Throughout 2003, CBS 11 and UPN 21 ran approximately 3,380 PSA's.
- Currently in 2004, January to September, CBS 11 and UPN 21 have run approximately 2,652 PSA's and are projected to finish the year at approximately 3,536.
- Category topics for PSA's include HIV/AIDS awareness, mentoring, special needs children, autism, diabetes, arthritis, birth defects, bullying, drug and alcohol prevention, heart/stroke, cancer awareness, Alzheimer's disease, black history month, voting, national guard, after school programs, obesity, water safety for children, childhood immunizations, online safety, v-chip, racial cooperation, outreach programs for the homeless, ethnic cultural events, environment, food drives and more.
- Community Calendar; a: 15 sponsored calendar runs weekly featuring local events that service the community. Approximately 1,000 spots per year.

-IMPORTANT LOCAL ISSUES

CBS 11 and UPN 21 are committed to addressing the issues important to our community. Coverage on many of the selected community issue campaigns is a combination of news content, call-in phone banks and public service announcements. A few sample issues include:

- Heart Health
- Diabetes
- West Nile Virus
- Pet Adoptions
- Obesity
- Tax Changes/Tips
- Divorce
- Flu Shot Crisis
- Health Screenings
- Identity Theft
- Tax funded projects/improvement initiatives
- Chief of Police/City Manager Crisis'
- Homeland Security
- Disaster Preparedness

MUSIC

NEWSCASTS – CBS 11 News features Local and national artists performances on several newscasts. This includes the 5-7am, 4pm and weekend newscasts.

MUSIC SPECIALS – In 2004, UPN 21 featured the only local North Texas singing talent competition, Gimme The Mike. Local auditions were held and 25 semi-finalists competed over 6 weeks.

STATION PARTICPATION IN COMMUNITY ACTIVITIES

STATION SUPPORT FOR NON-PROFIT AND CHARITY INITATIVES

CBS 11 and UPN 21 strongly support the efforts of local non-profit and charity events. In addition, CBS 11 and UPN 21 have explored new avenues to incorporate and invite local community groups to events and venues where CBS 11 and UPN 21 have a strong community presence. Some examples of 2004 events are listed below:

- Chisholm Challenge; Annual Rodeo for **special needs children**. 8 North Texas therapeutic riding centers work with children and horses for this 3 day event.
- Toast to Life; **AIDS** benefit to help provide education and health services to the Resource Center of Dallas.
- Round Up for **Autism**; 3 day event includes golf tournament, rodeo and ball. Benefits the Autism Treatment Center
- **Alzheimer's** Awareness Fundraiser/Luncheon
- March of Respect; Walk to create awareness for individuals with **developmental disabilities**. Benefits the Arc of Dallas for special needs programs and services.
- Arthritis Walk; benefits North Texas Chapter **Arthritis Foundation**
- Stars of Texas; event held at Lone Star Park and featured "celebrity" hosts both current and former professional athletes. Benefited the **American Diabetes Association**. 2004 event raised \$253,000.
- State Fair **Scholarship** Luncheon; local scholarships awarded to area high school seniors who demonstrate exceptional potential and have overcome adversity.
- **Water Safety Tips**; aired Memorial Day to Labor Day. Local emergency response professionals provided helpful tips to parents and caregivers.
- Dad's Day Race; 5k run/1 mile walk provided free prostate screenings and raised funds to promote education and research for **prostate cancer**.
- Boys & Girls Club Night at the Circus; discount ticket night benefited the local **Boys & Girls Clubs** in Dallas and Fort Worth.
- Mi Escuelita Family Health Fair; free **childhood immunizations for low-income, high risk families** to prepare for back to school.
- American Heart Walk; two walks sponsored, one Dallas and one Fort Worth. **American Heart Association**.
- Cadillac Invitational Golf Classic; benefiting **National Kidney Foundation**.
- **Kidney Texas** Annual Fashion show; benefits kidney research.
- Hope Cottage Golf Tournament; benefits **non-profit adoption** agency
- John Wiley Price Skate-a-thon; fundraiser for **after-school programs** for high risk children in DISD.
- Michael Finley "Buckets for Hunger" Food drive; benefits the **North Texas Food Bank**. Partners with the Dallas Mavericks

STATION SUPPORT FOR NON-PROFIT AND CHARITY INITIATIVES CONTINUED

- Stephanie's Day; a day dedicated to **special needs children** and their families. Local non-profit organizations, parent groups, service providers and advocates find helpful resources in one location. Kid's activities, entertainment and games provide a fun filled day for the children and their families.
- Hoops for Health; 4 month campaign focusing on **children's health** topics. Featured Dallas Maverick, Babe Laufenberg and Mavericks team Doctor discussing topics such as hygiene and healthy eating habits. Ran in arena and on CBS 11 & UPN 21.
- Family Night at Six Flags; discount night benefited **Children's Medical Center**.
- March of Dimes Breakfast with a Champion; breakfast fundraiser for **March of Dimes** birth defects.
- Lone Star Ride; 2-day bicycle ride around North Texas. Benefited 3 local area **HIV/AIDS** service organizations.
- Pablo Neurda **cultural art exhibit**; hosted by DFW International a local non-profit that provides a network of representatives from all International communities living in North Texas.
- Tommy Bahama Island Cowboy Golf Classic; benefited **Wipe Out Kids Cancer**. Raised \$146,000 in second year.
- Dallas Cowboys Kick Off Luncheon; benefiting **Happy Hills Farm** a residential facility for high-risk, troubled adolescence.
- Cattle Baron's Ball – benefiting the **American Cancer Society**.
- 11 Days of Christmas Wishes; grants 11 physically or financially challenged families or children their holiday wish. News stories run for 11 Days leading up to Christmas Eve. On Christmas Eve and Christmas Day a half-hour special recaps all the stories.

INVOLVEMENT IN ORGANIZATIONS/BOARDS

CBS 11 and UPN 21 continue to participate in local civic and social organizations on an annual basis through memberships, community partnerships and donations. These organizations include:

- The Resource Center of Dallas/AIDS
- American Heart Association
- American Diabetes Association
- National Kidney Foundation
- Kidney Texas
- Arthritis Foundation
- Greater Dallas Chamber of Commerce
- Hope Cottage (Adoption)
- Greater Dallas Hispanic Chamber of Commerce
- Hispanic Communicators
- American Cancer Society
- Junior Achievement
- Boys & Girls Clubs of D/FW
- Big Brothers/Big Sisters
- The Family Place
- Bryan's House
- Junior League

- DFW International
- Alzheimer's Association
- National Autism Alliance for Research
- Mi Escuelita
- American Red Cross
- Press Club Of Dallas

CBS 11 and UPN 21 have incorporated "community" tables at quarterly "On The Road" newscasts and each weekend throughout the run of the State Fair of Texas. Community partners are invited join the stations at their booth and/or event. This creates a unique opportunity for the non-profit partner to provide information on their services to the community. Examples of some partners are listed below:

Casa De Critters (no kill animal shelter)
 United Way of Denton County
 Careflite (EMS/non-profit)
 North Texas Food Bank
 The Senior Source
 American Red Cross
 The Family Place

WEBSITE INITATIVES FOR COMMUNITY EFFORTS

- Community page offers a calendar listing of local community events, station sponsored events, health campaigns and information.

KCNC-TV
Denver, CO
Localism Initiatives

I. LOCAL NEWS PROGRAMMING

A. SCHEDULE - 34.5 HOURS/WEEK - 20 PERCENT OF PROGRAM SCHEDULE

- **WEEKDAYS - 27.5 HOURS (INCLUDING LOCAL NEWS WINDOWS IN NETWORK MORNING AND OVERNIGHT NEWS PROGRAMMING)**
 - 5A – 7A
 - 12P – 12:30P
 - 4P – 5P
 - 5P – 5:30P
 - 6P – 6:30P
 - 10P – 10:35P
 - News Cut-ins 30 Minutes
- **WEEKENDS – 7 HOURS**
 - SAT
 - 7A-8A
 - 5P – 6P
 - 6P – 6:30P - (Added in 2003)
 - 10P – 10:35P
 - SUN
 - 6A – 8A (Added 1 hour in 2003)
 - 5P – 6P
 - 10P – 11P
- **EXPANDED NEWSCASTS**
 - APPROXIMATELY 15 EXTRA HOURS PER YEAR FOR LIVE NEWS EVENTS

B. STAFFING

- **REPORTERS/ANCHORS/PHOTOGRAPHERS**
 - Largest commitment in local television to human resources
 - Reporters are most experienced and most tenured in Colorado
 - Newsroom staffed 24 Hours
- **SPECIALISTS/LOCAL EXPERTS:** News4 supplements its local reporting staff with locally-based experts to provide local perspective on topical issues and global stories
 - Shaul Gabbay – University of Denver Professor – World Affairs
 - Bruce Allen – Financial Analyst
 - Andrew Cohen – Legal Expert
 - Wayne Herman – Consumer/Business Expert
 - Steve Cowell – Aviation Analyst

C. EDITORIAL COMMITMENTS

News4 is committed to providing the most comprehensive coverage of significant local issues and events by assigning reporters to dedicated beats. Below is a list of beats and persons with expertise to cover each area:

- Consumer Alerts (3)
- Health/Medical Team (3)
- Investigative Unit (4)
- Education (1)
- State Government (2)
- Local Governments (5)
- Safety/Security (3)
- Environment (1)
- Growth/Development (1)
- Traffic (2)
- Faith/Values (1)
- Community-Based Journalism (5)
- Local Prep Sports (1)

D. RESOURCES

- **REMOTE NEWSROOMS:** The News4 coverage area includes a majority of Colorado's counties – spanning an extensive area. We have fully staffed bureaus and facilities in 3 locations to provide more thorough local coverage.
 - Mountain Newsroom: Frisco
 - Northern Bureau: Fort Collins
 - Boulder Newsroom: Boulder
- **ENG/SNG EQUIPMENT**
 - Seven ENG trucks
 - Three SNG trucks
 - Four receive sites to allow microwave shots from the Wyoming border to Colorado Springs
 - Extensive city camera network that covers the entire metro area
 - Colorado Department of Transportation camera partnership system for pictures from throughout all major arteries in Colorado
 - Four fiber links to allow coverage and shots from 3 major city locations
 - Bell 407 Helicopter with Ultra Media 3 Camera system with infrared and extensive microwave coverage
- **WEATHER TECHNOLOGY:** News4 is committed to local weather coverage and emergency severe weather coverage. Several specifics on our equipment are itemized in the Emergency Section, featuring:
 - Live Doppler Radar
 - Storm Tracker
 - Hail Tracker
 - VIPIR Storm System
 - Street Level Mapping for Radar
 - Storm Intensity Gauge
 - Wind Gauge
 - Tornado Identification System
 - Threat Net
 - Quest Instant Storm Alert

- 3-D Mapping
- Nationwide Tracking Network
- Terrain Imaging
- Satellite Imaging
- Threat Net Radar System

E. ACCESSIBILITY WITH COMMUNITY

News4 operates under a mandate of public right to know and public service. It is an utmost priority that our viewers have ways they can access the television station.

- **COMMUNITY FORUMS** – News4 Management and On-Air Staff meet several times per month with different community groups to solicit feedback on coverage and collect editorial ideas from these groups that is relevant to them.
- **TIPLINE** – News4 operates and advertises a tipline for viewers to use to call the newsroom with story ideas. There is also an on-line way to submit stories to the “tipline.”
- **INVESTIGATIVE LINE** – News4 operates and advertises a tipline, that may be used anonymously, for viewers to offer tips for investigation of wrongdoing and injustice. There is also a vehicle on our website that allows viewers to submit these ideas.
- **ASK THE GM** – On its website, News4 features a section to comment directly to the General Manager. Each response is acknowledged and answered
- **HAHJ PARITY PROJECT** - News4 is launching a project with the National Association of Hispanic Journalists. The project will focus on creating more diversity in our staffing and in our coverage of our minority communities. As part of this project, we will be meeting with several community groups and also creating an advisory committee to advise us on coverage and practices.

F. WEBSITE COMMITMENTS

News4 is committed to providing viewers information on-line, as well as over-the-air. We have a dedicated web staff that provides special editorial/information features such as:

- Updated Content
- Taped Video from Local Stories
- Live Streams of News Events
- Live Streams of Weather Events
- Live Streams of Breaking News Conferences
- On-Line Chats with Experts and Politicians
- Local Weather Video Forecasts
- Local Sports Information/Video
- Candidate Free-Air Time Clips

G. CONTENT/INFORMATION PARTNERSHIPS

In an attempt to provide the most in-depth local coverage possible, News4 is partnered with several information/content organizations:

- **ROCKY MOUNTAIN NEWS** - This exclusive editorial partnership allows more local coverage in our newscasts – as our assignment desks, reporters and producers share content. In addition, the newspaper will help us in promoting our community service projects.
- **UNIVISION** - In an effort to build stronger connections and provide a better public service to our Latino community and viewers, we are content and community partners with KCEC-TV the Univision station in Denver. This partnership agreement allows a small news operation to provide better coverage to the Spanish-speaking community through utilization of our tapes and newsgathering services. In addition, we will take extra efforts to translate and re-edit stories of health alerts, consumer alerts, selected weather alerts and breaking news emergencies to Spanish-speaking viewers that would not otherwise be able to get that information.
- **RADIO PARTNERS** – We are partnered with several radio stations as a way to strengthen our ability to gather and distribute local content, provide a back up system for emergency information distribution and solicit support for critical community service projects.
- **5280 MAGAZINE** – This partnership with Denver’s Arts/Entertainment/Lifestyle magazine enables us to offer more depth on these issues.
- **AAA** – This partnership allows the best, most up-to-date traffic information for our viewers.
- **COLORADO DEPARTMENT OF TRANSPORTATION** – This content partnership allows us updated road information.
- **LEAGUE OF WOMEN VOTERS** – This partnership allows us to provide more resources for informational efforts to educate viewers on voter registration and ballot issue information. We partner on pamphlets and viewer call-in centers.

H. EDITORIALS/COMMENTARIES

- **CRITIC AT LARGE** – News4 has a critic-at-large who offers semi-regular commentaries on significant issues
- **MEDICAL REPORTING** – News4 has a practicing doctor on staff who offers advice and commentaries on health issues.

I. OTHER EDITORIAL PROGRAMMING PRODUCED BY NEWS DEPARTMENT

In addition to regularly scheduled newscasts, the news department produces approximately 120 hours of local specials each year. These specials will be itemized and described below, in the programming section. They comprise the following categories:

- **INSTANT SPECIALS** – Breaking News/Emergencies
- **WEATHER SPECIALS** – Informational
- **COMMUNITY SPECIALS** – Community Needs/Services
- **ARTS/CULTURE**- Informational and Entertainment
- **SPORTS** – Local Team Coverage

J. PROFESSIONAL ALLIANCES TO PROTECT FREEDOM OF INFORMATION FOR PUBLIC

News4 is strongly tied to several associations which work in Colorado for public access to information:

- COLORADO BROADCASTERS ASSOCIATION
- RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION
- COLORADO FREEDOM OF INFORMATION COUNCIL
- SOCIETY OF PROFESSIONAL JOURNALISTS
- NATIONAL PRESS PHOTOGRAPHERS' ASSOCIATION
- INVESTIGATIVE REPORTERS AND EDITORS
- COLORADO PRESS ASSOCIATION

K. PROFESSIONAL/COMMUNITY RECOGNITION

News4 has been recognized locally and nationally for excellence in public service, broadcasting and journalism. Among the honors:

- National and Regional Edward R. Murrow Awards
- National and Regional Emmy Awards
- State Broadcasting Awards
- National Gabriel Awards
- National Headliner Awards

II. LOCAL PUBLIC AFFAIRS

A. PUBLIC AFFAIRS PROGRAMS/SEGMENTS

As news and events warrant, CBS4 and News4 have an ongoing plan to make significant news and programming time available to public issues. Among past programming commitments:

- **POLITICAL/ISSUE DEBATES**
 - Securing plans to produce for one-hour, live U.S. Senate Debate – October 29, 2004
 - Co-Producing 10 debates on Federal Races and Colorado Ballot issues with Public Station KBDI. All debates and forums will air on KBDI with KCNC Sponsorship, Branding Elements and KCNC Talent. Selected debates will be re-broadcast on KCNC – Summer/Fall 2004
 - Aired Presidential Debate between Democratic Candidates, produced by WCBS-TV and CBS News – February 2004
 - Produced 30-minute Mayoral Forum between run-off candidates for Denver Mayor – May 2003
 - Produced 60-minute Mayoral Forum for all candidates for Denver Mayor – April 2003
 - Produced 60-minute live debate for Colorado Governor's race, with web stream and interactive components from viewers – October 2002
 - Produced 60-minute live debate for U.S. Senate Race, with web stream and interactive components from viewers – October 2002
 - Produced 30-minute debate between candidates for U.S. House – District 7 – October 2002

- **FREE AIR TIME FOR ISSUES/CANDIDATES**

- **Free Airtime for Candidates and Ballot Initiatives.** Since 1998, KCNC has offered 2-3 minutes of free airtime to candidates for federal, state and local office. In addition, free airtime is offered to the proponents and critics of the major state and local ballot initiatives. The airtime is offered at the end of the 5p newscast. Traditionally, the airtime will start the last week of September and run weekdays through the last week of October. The candidates are usually required to appear live in-studio to use their time. In addition, we ask that each candidate participate in a live on-line chat with viewers. That chat begins after the completion of the free air time on that evening's 5p newscast. The clips of their statements are archived on the webstie – along with a transcript of the statement and of the on-line chat with viewers.
- **“The Last Word”:** On Election Eve, during an News4 Election Special, candidates from the top contested state and federal races are offered free air time – or a “last word” to speak to voters. The 10p news is expanded to include the addresses from the candidates. Following their statements, they participate in a follow-up question and answer session with the news anchors.

B. PUBLIC AFFAIRS SEGMENTS IN NEWSCASTS:

Some examples include:

- **CALL- IN SEGMENTS**
 - Referendum Issues
 - Drought Issues
- **ADOPTION EXCHANGE – DAY FOR WEDNESDAY’S CHILD**
 - Solicitation for Donations and Volunteers for adoption causes
- **HELPCENTERS**

Interview segments and phone banks staffed to respond to current civic issues, such as:

 - Health Issues
 - Flu Vaccine Shortage
 - Childhood Immunization Crisis
 - Prostate Cancer Screening
 - AIDS in Colorado
 - Policy Issues
 - Police Reform
 - Watering Restrictions

III. PROGRAMMING

In addition to regularly scheduled newscasts, CBS4 airs approximately 10 hours of expanded newscasts, 15 hours of special live coverage and 120 hours of locally-produced special programming each year.

A. PROGRAM STANDARDS/PRACTICES

- **MANAGEMENT REVIEW** – Station Management regularly reviews community values and program schedules to ensure programs effort to meet community standards

- **COMMUNITY MEETINGS** – CBS4 holds several community forums and meetings each year – providing viewers and citizens an opportunity to offer feedback on programming.
- **COMMUNITY LEADER LUNCHESES** – CBS4 has invited leaders from the community into the station to discuss current issues.
- **VIEWER COMMENT LINES** – CBS4 operates a phone line for viewers to offer comments on programming.
- **ASK THE GENERAL MANAGER** – CBS4 hosts a link on our website for viewers to offer feedback on station programming
- **E-MAIL TO STATION** – CBS4 solicits and answers e-mail from viewers on station programming.
- **OPEN DOOR POLICY** – CBS4 management will review requests and, as necessary meet with members of the public and groups to listen to feedback on station programming.
- **AUDIENCE RESEARCH** – Through several station research projects, the station may be able to gather feedback on station image and programming.
- **ISSUE POLLING** – The news team will routinely conduct polling on community issues that may be used to provide guidance on content for local content and specials.
- **PROGRAM SCREENING** – AS NEEDED
- **PREEMPTIONS** – CBS4 preempts both syndicated and network programming to cover events of greater local importance to its viewers. Local programming that has preempted syndicated and network programming includes coverage of natural disasters (wildfires, tornadoes, flash flooding), political candidates' debates, high school events and local community celebrations.

B. REGULARLY SCHEDULED LOCAL PROGRAMMING OUTSIDE OF NEWSCASTS

- **LOCAL SPORTS**
 - **PROFESSIONAL**
 - Broncos Pre-Game Shows – Weekly In-Season
 - Broncos Post Game Shows – Weekly In-Season
 - Sunday Night Wrap-Up Show – Weekly In-season
 - Mike Shanahan Coaches Show – Weekly In-Season
 - Super Sports Sunday – Weekly All Year
 - Broncos Saturday Night Lifestyle Show – Weekly In-Season
 - **HIGH SCHOOL**
 - Skylights – Weekly HS Football Segments
 - Super Prep of Week – Weekly Profile/Salute to HS Athletes
- **LOCAL LIFESTYLE PROGRAMS**
 - **COLORADO GETAWAYS** – Weekly program focused on Colorado's outdoor activities
- **SPECIAL INTEREST – TARGETED PROGRAMMING**
 - **COLORADO SPORTSWOMEN** – Regularly Scheduled program featuring women in sports in Colorado
- **ARTS/ENTERTAINMENT**
 - **SHOW** – Regularly scheduled program featuring local arts/artists and entertainment.

C. LOCAL SPECIALS PRODUCED OUTSIDE OF NEWSCASTS

- **COMMUNITY EVENT COVERAGE**

CBS4 will routinely lead the market in coverage of live events of civic importance and civic pride, to make those events and activities accessible to the entire community. Some examples of those events in past years include:

- Colorado Avalanche Rallies/Celebrations
- University of Denver Hockey Celebration
- Cinco de Mayo Events
- John Elway Hall of Fame Induction
- Bolder Boulder Memorial Day Celebrations
- Columbine Anniversary Memorials

- **DOCUMENTARIES ON CURRENT LOCAL ISSUES/NEWSMAKERS**

- ***WOLVES IN THE WEST*** – A look at the controversy about reintroducing wolves to Colorado lands
- ***LEXI AND SYD*** – A documentation of the story of a historic separation of Colorado's first conjoined twins.
- ***KOOTENAI*** – The story of a bear rescued from Montana and raised in the Denver Zoo
- ***A PLACE OF HOPE*** – The story of a Colorado couple who travels to Africa each year to visit the thousands of AIDS orphans they adopted and sheltered.
- ***COLORADO DROUGHT*** – A documentary on one of the worst droughts in Colorado history and what can be done to conserve water.
- ***SERVING WITH HONOR*** – Profiles of Colorado soldiers serving in Iraq
- ***LATINOS IN COLORADO*** – The multigenerational story of a Latino family in Denver and how they cope with ethnicity and advancement here.
- ***EMBRACING THE DREAM: OUMAR DIA*** – The story of how Coloradoans cared for the widow of an African immigrant killed in racial violence in the streets of Denver.

- **INFORMATIONAL SPECIALS**

- ***SEVERE WEATHER SPECIALS*** – The News4 StormTeam will regularly produce specials to inform viewers on potential dangers with severe weather in Colorado.
- ***HAYMAN FIRE ANNIVERSARY*** – One year after the largest fire in Colorado history, this documentary looked at efforts at reforestation and also lessons learned from the fires.
- ***BOLDER BOULDER 25TH ANNIVERSARY*** – This special looked at the history of one of the largest local Memorial Day tributes and celebrations in the country.
- ***YEAR IN REVIEW*** – This special was a review of the newsmakers and key stories of the year.
- ***COLORADO'S ENDANGERED HISTORICAL PLACES*** – This special looked at efforts to save some of Colorado's historical places.
- ***A JOURNEY OF SURVIVAL*** – This special focused on the local trend of survival camps in the West.

- **INSTANT SPECIALS**

News4 and CBS 4 are committed to immediate response to expanding local programming on timely issues of local interest. Over the past months, some topics of these "instant specials" have included:

- **PATRICK ROY RETIREMENT** – A special on the life and career of this legendary Colorado hockey player.
 - **JOHN ELWAY RETIREMENT AND HALL OF FAME** – Several instant specials on the life and career of this legendary Denver Bronco.
 - **WILDFIRE COVERAGE** – Several issue-driven specials with more in-depth coverage on Colorado's historic fire seasons.
 - **TORNADO/SEVERE WEATHER COVERAGE** – Several issue-driven specials with more in-depth coverage on storms that devastated Colorado.
- **INTERVIEW PROGRAMS:**
News4 will routinely produce and air long-form interview/discussion programs with newsmakers who have affected events in Colorado and the world. Some examples of these long-form specials
 - **TERRY BARTON INTERVIEW** - This long-form special featured the only interview with the woman who was charged with starting Colorado's largest wildfire.
 - **LYNDIE ENGLAND INTERVIEW** – This special features the only interview with the woman at the center of the controversy in the Abu Ghraib prison in Iraq.
 - **CHANGING OF THE GUARD** – This special focused on local lawmakers and the seat changes during past Colorado elections.
 -
 - **CHILDREN'S SPECIALS**
These are specials devoted to information for children or information about children. Some examples include:
 - **KOOTENAI** – This was a story about a popular bear at the Denver Zoo who was rescued from Montana and raised in Colorado.
 - **GOOD KIDS** – This is a profile of kids in Colorado who go above and beyond in service to their community.
 - **CONVECTION CONNECTION** – This program looked at fun ways to teach kids about science.
 - **SPECIALS ON COMMUNITY ISSUES**
News4 produces specials to highlight special community service heroes in the community and special service efforts, such as:
SPIRIT OF THE COMMUNITY – This special highlights work with our service agencies and special community campaigns.
 - **SPORTS SPECIALS**
Sports and outdoor activities are an important part of life in Colorado. CBS4 has a long history of significant commitments to resources to provide sports specials to the local viewers. Here is a look at some of those locally-produced specials:
 - **COUNTDOWN TO KICKOFF** – This program is a 60-minute Broncos pre-game show. In addition, there are several pre-season specials.
 - **BRONCOS TRAINING CAMP** – News4 Sports produces several Pre-Season specials on the Broncos.
 - **DRAFT SPECIALS** - News4 Sports produces several pre-season specials previewing and reviewing the Broncos draft.

- ***NFL COMBINE SPECIAL*** – News4 Sports produces a special focusing on upcoming needs in the Broncos season.
- ***SHANAHAN GOLF TOURNEY*** – This is an off-the-field special on Bronco Coach Mike Shanahan and celebrities and coaches who turn out for an annual golf tournament to benefit Denver charities.
- ***THE INTERNATIONAL GOLF TOURNAMENT*** – News4 Sports produces pre-tournament specials to run in conjunction with CBS Sports coverage of the tournament that is held in Castle Rock, CO.
- ***CU-CSU*** - The sports team produces a preview special to showcase local college football teams.
- ***JOHN ELWAY HALL OF FAME INDUCTION SPECIALS***– The News4 Sports team produced 6 live and taped specials in conjunction with Elway's induction.

- **POLITICAL SPECIALS**

In addition to the live debates and free airtime, News4 has also produced several election/political specials focusing on candidates and issues important to Colorado. Examples of those programs include:

- ***ELECTION PREVIEWS - ISSUES AND CANDIDATES***– In-depth looks at ballot issues and issues critical to candidate platforms. Several specials were produced.
- ***COLORADO PRIMARY SPECIAL*** - Preview special on issues and candidates on the Colorado Primary Ballot
- ***SENATE SPECIAL*** – This was an in-depth look at the issues involved in the 2002 Senate Campaign
- ***MAYORAL FORUM*** – Several Mayoral Forums in anticipation of Denver's 2003 Mayoral Election.

D. INCORPORATION OF WEB FOR PROGRAMMING:

- **VIDEO STREAMING**

News4 has provided award-winning interactive coverage on its website. We have used our internet to supplement our over-the-air coverage by streaming video. It has been used for events such as:

- LIVE WEATHER EVENTS
- LIVE NEWS CONFERENCES ON STATE/CITY EMERGENCIES
- LIVE RALLIES
- LIVE POLITICAL APPEARANCES
- LIVE SPORTS NEWS CONFERENCES

- **VIDEO CLIP FILES**

In addition to the live events, our website features clips of different video, including:

- Clips of candidate Free Airtime
- Clips of Stories
- Weather Forecasts

E. LIVE COVERAGE OF LOCAL EVENTS

CBS4 has a commitment to and a history of producing local live programming for Colorado. Our commitment includes events such as:

- **ARTS AND ENTERTAINMENT EVENTS**

- **CSO HOLIDAY CONCERT** – This is a live prime-time broadcast of the annual holiday concert of the Colorado Symphony Orchestra and the Colorado Childrens' Chorale.

- **SPORTING EVENTS**

- **BRONCOS PRE-SEASON** – CBS4 has the exclusive contract with the Denver Broncos, allowing us to produce and telecast locally 3-5 pre-season football games each year.
 - **CBS4 SUPER PREPS CLASSIC** – CBS4 has the exclusive contract with the Colorado High School Activities Association for rights to telecast the state high school football championship games each year.
 - **CBS4 SUPER HOOPS TOURNAMENT** – As part of the CBS4 contract with the Colorado High School Activities Association, we have the rights to broadcast live coverage of the Boys and Girls State High School Basketball Tournaments each March.
 - **BOLDER BOULDER RACE** - For nearly 25 years, CBS4 has been the broadcast home of the Bolder Boulder – the one of the largest foot races in the country – and one of the largest local Memorial Day celebrations. Each Memorial Day CBS4 provides six hours of live coverage of the day's events.
 - **ZINGER CYCLING CHALLENGE** - CBS4 has provided live coverage of this local bicycle race near Boulder.

- **NEWS EVENTS**

- As part of a commitment to public service and information, CBS4 has a long history of live coverage of news events and stories of significant local interest. This coverage can range from crawls squeezebacks of programming to preemption of regularly scheduled programming. Those stories and emergency situations might include:

- **NEWS CONFERENCES/LIVE AND CONTINUING COVERAGE**

- **BREAKING NEWS-EMERGENCIES**

- Wildfire Coverage -
 - Bobcat Fire
 - Hi Meadow Fire
 - Hayman Fire
 - Picnic Rock Fire
 - Cherokee Fire
 - Overland Fire
 - Tornado Coverage
 - Flash Flood Coverage
 - Emergency Traffic Information
 - Bridge Collapses
 - Highway Collapses
 - Winter Storm Coverage
 - Bulldozer Rampage
 - Mid-Air Plane Collision over Denver

- ***BREAKING NEWS – STORIES OF SIGNIFICANT LOCAL INTEREST***
 - Patrick Roy Retirement
 - Jon Benet Ramsey Grand Jury Verdict
 - Columbine Grand Jury
 - Kobe Bryant Decisions
 - Ed McCaffrey Retirement
 - Shannon Sharpe Retirement
 - Presidential Visits
 - University of Colorado Football Scandal
 - United Airlines Labor/Bankruptcy Announcements
- ***POLITICAL EVENTS – LIVE COVERAGE/SPECIALS***
 - Annual coverage of Colorado State of the State
 - Annual coverage of Denver State of the City
 - Live Debates – As Itemized in Political Section
 - Live Election Night “Triplecast” – Three Simultaneous Local Election Productions
 - On CBS\$
 - On Public Station KBDI
 - On the Web
 - Colorado Gubernatorial Inaugurals
 - Denver Mayoral Inaugurals

IV. EMERGENCY PROGRAMMING

CBS4 is committed to providing viewers with the latest, most accurate emergency information. Some of the live coverage and programming has been outlined above. Here is a quick recap of the methods by which we are able to get information to viewers:

A. INFORMATIONAL VEHICLES

- NEWSCASTS
- LOCAL SPECIALS
- SQUEEZEBACKS OF PROGRAMMING
- CRAWLS
- CUT INS
- EXPANDED COVERAGE
- RADIO PARTNERS
- WEB
- UNIVISION SPANISH LANGUAGE TELEVISION

B. LIVE CUT-IN/ EMERGENCY COVERAGE EXAMPLES:

- **WEATHER**
 - SNOW/ICE
 - STORMS
 - TORNADOS
 - FIRES
 - FLOODING
- **EMERGENCY CLOSURES/EVACUATIONS**
 - HAZARDOUS MATERIALS SPILLS
 - TRAFFIC

C. WEATHER FORECASTING

- The News4 StormCenter is committed to the highest level of local forecasting and emergency weather information. Here is a summary of our equipment:
 - **Live Radar.** Live Doppler 4000 will be the most powerful weather system in Colorado. It's powered by almost 3 million watts and will provide an updated radar image every 10 seconds. By comparison, other stations in town currently have radar images that update about every five minutes. Live Doppler 4000 will provide live weather information within a 300 mile radius of our tower. The advantage is clear: live Doppler images will allow us to identify dangerous storms faster and more accurately.
 - **Storm Intensity.** Live Doppler 4000 will allow us to zoom into the core of a severe storm to show viewers the most intense area. It will tell us exactly how much hail or rain is falling, the size of the hail, the wind speed, etc. Tracking the storm intensity will also allow us to determine exactly which direction it's headed in the next 30 minutes and which cities and towns are in the path of the storm. It will give viewers earlier storm warnings and more accurate information about the intensity of the storm.
 - **Tornado Identification.** This feature of Live Doppler 4000 has lifesaving potential. When there is rotation in a severe storm, the radar will indicate the rotation with a yellow cylinder. This may allow us to identify funnel clouds and tornadoes several minutes ahead of any other source- even before the National Weather Service issues watches and warnings.
 - **3-D mapping.** Live Doppler 4000 can provide a 3-Dimensional map of a storm. It's an important forecasting tool because it will show us the height of the storm and help us more accurately understand the storm's intensity. Plus, it looks really cool on TV.
 - **Snow Forecasting.** Snow is usually so light, most radars can't detect it. Live Doppler 4000 is so powerful, it can track a snowstorm on live radar. It will not only show how much snow is falling right now, but also project how much snow will fall in a specific area- right down to your neighborhood.
 - **Nationwide Network.** We are now part of a nationwide network of live Doppler radars. This will allow us to access live radar from across the United States. We'll be able to provide viewers with live weather radar of storms happening around the country, and give viewers a more accurate look at storms that may be headed our way.
 - **Handtracking.** This feature will allow us to pinpoint or highlight current weather conditions. It will also result in faster notification of National Weather Service watches and warnings. Previously, we had to build a map showing the watch or warning area. Now, we will simply touch the affected area and the watch or warning will be highlighted immediately.
 - **Terrain Images.** We will now a map of the terrain in Colorado constructed by actual satellite images, allowing a more accurate depiction of weather conditions in a local area. The images are "high resolution." Using these images, we will be able to build weather animations that can take viewers from one side of the state to the other.

- **Satellite Images.** This technology will show us actual satellite pictures of a specific area. With this view, you can identify streets and landmarks in the metro area. While this has no forecasting advantage, it will give us a creative way to showcase the forecast for a specific event or area. Plus, it looks really cool on TV.

D. ENG

- **ENG/SNG EQUIPMENT**

- Seven ENG trucks
- Three SNG trucks
- Four receive sites to allow microwave shots from the Wyoming border to Colorado Springs
- Extensive city camera network that covers the entire metro area
- Colorado Department of Transportation camera partnership system for pictures from throughout all major arteries in Colorado
- Four fiber links to allow coverage and shots from 3 major city locations
- Bell 407 Helicopter with Ultra Media 3 Camera system with infrared and extensive microwave coverage

E. EAS

CBS4 is a community leader in the Emergency Alert System Effort and is an active participant in Amber Alert and we are represented on the Colorado State Emergency Management Board

V. POLITICAL PROGRAMMING

A. DEBATES

- Securing plans to produce for one-hour, live U.S. Senate Debate – October 29, 2004
- Co-Producing 10 debates on Federal Races and Colorado Ballot issues with Public Station KBDI. All debates and forums will air on KBDI with KCNC Sponsorship, Branding Elements and KCNC Talent. Selected debates will be re-broadcast on KCNC – Summer/Fall 2004
- Aired Presidential Debate between Democratic Candidates, produced by WCBS-TV and CBS News – February 2004
- Produced 30-minute Mayoral Forum between run-off candidates for Denver Mayor – May 2003
- Produced 60-minute Mayoral Forum for all candidates for Denver Mayor – April 2003
- Produced 60-minute live debate for Colorado Governor's race, with web stream and interactive components from viewers – October 2002
- Produced 60-minute live debate for U.S. Senate Race, with web stream and interactive components from viewers – October 2002
- Produced 30-minute debate between candidates for U.S. House – District 7 – October 2002

B. FREE AIR TIME

- **Free Airtime for Candidates and Ballot Initiatives.** Since 1998, KCNC has offered 2-3 minutes of free airtime to candidates for federal, state and local office. In addition, free airtime is offered to the proponents and critics of the major state and local ballot initiatives. The airtime is offered at the end of the 5p newscast. Traditionally, the airtime will start the last week of September and run weekdays through the last week of October. The candidates are usually required to appear live in-studio to use their time. In addition, we ask that each candidate participate in a live on-line chat with viewers. That chat begins after the completion of the free air time on that evening's 5p newscast. The clips of their statements are archived on the webstie – along with a transcript of the statement and of the on-line chat with viewers.
- **“The Last Word”:** On Election Eve, during an News4 Election Special, candidates from the top contested state and federal races are offered free air time – or a “last word” to speak to voters. The 10p news is expanded to include the addresses from the candidates. Following their statements, they participate in a follow-up question and answer session with the news anchors.

C. ISSUE ANALYSIS

- Weekly long-form analysis pieces of ballot and campaign issues – September/October 2000/2002
- Weekly “Adwatch” segments produced for on-air on-line in weeks leading up to General Election – September/October 2000/2002
- On-line Chats with Candidates and also for Supporters and Opponents of State Ballot Issues – October 2000/2002
- Voters Panel Profiles – Stories produced in conjunction with editorial partners at the Rocky Mountain News. The newspaper assembled a cross-section of voters and KCNC used them regularly to comment on the campaigns and political issues – Summer/Fall 2002
- Ballot Issue Election Special: 30-minute special explaining issues on ballot – October 2000
- Voter Information Phone Banks: Following selected nights of election coverage, KCNC solicits calls to a voter information hotline. The phone banks are staffed with experts on the particular issue featured in that night's report, to answer viewer questions.
- Colorado Poll: Specially commissioned surveys to determine not only the candidates familiarity, but a gauge of the issues on the minds of Colorado voters. This poll is used to shape special reports and questions for the candidates. Stories are prepared in accord with the polls

D. IN-DEPTH INTERVIEWING

- One-on-One Interviews with Candidates of Major Federal and State and Local Races

E. LOCAL CAMPAIGN EVENTS

- News4 provides coverage, as warranted, of significant campaign events, committing appropriate time to third-party candidates.

F. CONVENTION EVENTS

- News4 has been committed to providing extensive live and local coverage on the national political conventions – with time and correspondents dedicated to political/issue coverage. Approximately 7-10 minutes of issue-based coverage is done each day of the convention.

G. VOTER REGISTRATION/INFORMATION

- **HELPCENTERS** - News4 partners with the League of Women Voters to sponsor several phone bank “helpcenters” prior to each major election. Viewers can call to get help on how and where to register, how and where to vote and explanation of the ballots and issues.

H. PARTNERSHIPS

- **ROCKY** – Joint coverage/polling/website
- **RADIO** – Simulcasts of debates/coverage
- **UNIVISION** – Simulcasts of debates/coverage
- **KBDI** – Jointly produced weekly issue/candidate debates
- Joint election night coverage
- **LEAGUE OF WOMEN VOTERS**

I. WEBSITE

CBS4 uses the website in many instances to enhance political coverage, including:

ISSUE GRIDS - Information on candidates and ballot issues

WEBCASTS – Live coverage of debates and a discretely produced program of Election Night coverage.

CHATS – Each candidate who accepts an offer of our free airtime must participate in a live webchat with voters to answer questions.

ARCHIVES –Text and video of past issue/campaign stories and free airtime clips.

LINKS TO INFORMATION PARTNERS – Links to city offices and Secretary of State’s office, as well as non-profits such as www.votesmart.org.

VI. CIVIC/CULTURAL/COMMUNITY RESPONSIVE PROGRAMMING

A. TARGETED PROGRAMMING

News4 is committed to producing specials, as warranted to meet the needs of targeted audience members. This includes specials, live coverage and news segments. Here are a few examples:

- **HIGH SCHOOL**
 - Skylights – Weekly HS Football Segments
 - Super Prep of Week – Weekly Profile/Salute to HS Athletes
- **LOCAL LIFESTYLE PROGRAMS**
 - **COLORADO GETAWAYS** – Weekly program focused on Colorado’s outdoor activities
- **SPECIAL INTEREST – TARGETED PROGRAMMING**
 - **COLORADO SPORTSWOMEN** – Regularly Scheduled program featuring women in sports in Colorado
 - **LATINOS IN COLORADO** – A look at the issues affecting this community
- **ARTS/ENTERTAINMENT**
 - **SHOW** – Regularly scheduled program featuring local arts/artists and entertainment.

- **CHILDREN'S SPECIALS**

These are specials devoted to information for children or information about children. Some examples include:

- **KOOTENAI** – This was a story about a popular bear at the Denver Zoo who was rescued from Montana and raised in Colorado.
- **GOOD KIDS** – This is a profile of kids in Colorado who go above and beyond in service to their community.
- **CONVECTION CONNECTION** – This program looked at fun ways to teach kids about science.

B. LOCAL EVENTS

- **COMMUNITY EVENT COVERAGE**

CBS4 will routinely lead the market in coverage of live events of civic importance and civic pride, to make those events and activities accessible to the entire community. Some examples of those events in past years include:

- Colorado Avalanche Rallies/Celebrations
- University of Denver Hockey Celebration
- Cinco de Mayo Events
- John Elway Hall of Fame Induction
- Bolder Boulder Memorial Day Celebrations
- Columbine Anniversary Memorials

C. PUBLIC SERVICE ANNOUNCEMENTS

- **PSAs**

- Throughout 2002, CBS 4 ran approximately 1,800 PSAs. PSA topics included protecting the environment, blood donation awareness, animals, child hunger, volunteering, various health initiatives and others.
- Throughout 2003, CBS 4 ran approximately 2,200 PSAs. PSA topics included drunk driving education and prevention, HIV/AIDS awareness, after-school programs for youth, women's health education, drug prevention, national guard, environmental protection, black history month, child safety, fire prevention, water safety and others.
- For the first part of 2004, January – September, CBS 4 ran approximately 2,500 PSAs. Topics included HIV/AIDS awareness, adoption awareness, homeland security, online predators, drug prevention, Alzheimer's disease, drug prevention, mentoring,

- **COLORADO CALENDAR**

- Colorado Calendar is a :10 community event listing provided for community organizations to publicize their events or services. This calendar is provided at no cost to community organizations and is valued at \$300 per listing. The calendar airs during CBS 4 newscasts every day of the week.
- Throughout 2002, over 1,600 Colorado Calendar listings were provided to over 80 organizations at a value of over \$480,000.
- Throughout 2003, over 1,300 Colorado Calendar listings were provided to over 70 organizations at a value of over \$390,000.
- Throughout the first part of 2004, January – September, over 1,200 Colorado Calendar listings were provided to over 60 organizations at a value of over \$362,700.

D. IMPORTANT LOCAL ISSUES

News4 is committed to addressing the issues important to the community. Coverage on many of these selected community issue campaigns is a combination of news content, call-in helpcenters and some public service announcements. A few examples of some of these issues includes:

- BBB Consumer Alerts to Scam
- Childhood Immunization Crisis
- Identity Theft
- Flu Shot Crisis
- Child Abuse
- Cancer Screenings
- Cholesterol Screenings
- Water Restrictions
- Voter Registration
- Heart Disease
- Legal Assistance
- Pet Adoption in conjunction with Animal Shelters

VII. MUSIC

- **NEWSCASTS** – Appropriate music and artists' performances may be featured on several of our newscasts. In addition, we cover significant profiles of artists and educational programs as they relate to music in all of our newscasts. Special potential showcases for artists in newscasts could include:
 - 4P
 - WEEKENDS
 - AM
- **LIVE MUSIC SPECIALS**
 - **CSO CONCERT** - In our commitment to the arts, we commit to a live, local 3-Hour broadcast each year of the Holiday Concert of the Colorado Symphony
- **WEBSITE**
 - **LINKS TO ARTS AND CULTURAL ACTIVITIES FEATURED**

VIII. STATION PARTICIPATION IN COMMUNITY ACTIVITIES

A. STATION SUPPORT OF NON-PROFIT AND CHARITY INITIATIVES

2002

- **A DAY FOR WEDNESDAY'S CHILD:** On March 27, 2002, CBS 4 and The Adoption Exchange partnered on this one-day special that focuses on raising funds and generating awareness for The Adoption Exchange. For more than twenty years, CBS 4 and The Adoption Exchange have worked together on this community feature that helps find families for difficult-to-place children. In 2002, over \$95,849 was raised.
- **COATS 4 COLORADO** - Colorado winters have been a little warmer since 1981 with the inception of the CBS 4 & Dependable Cleaners COATS 4 COLORADO coat drive. This coat drive is the state's largest coat drive collecting and distributing an estimated 50,000 coats each year. CBS 4 and Dependable Cleaners distribute coats to over 100 charities each winter. Since its inception, COATS 4 COLORADO has delivered an estimated 1,000,000 coats to Colorado's citizenry. The coat drive begins on October 1st and runs through November 30th. Coats are distributed to the public on two days during the drive and CBS 4 hosts a media collection day in October with the participation of CBS 4 anchors and reporters. In 2002, over 72,000 coats were collected.

- **SHARE THE SPIRIT CANNED FOOD DRIVE** – CBS 4 and the Salvation Army collects and distributes food every holiday season to needy families. In 2002, over 775,000 cans of food were collected and distributed through 15 food banks and at holiday distribution parties. The Salvation Army places Share the Spirit barrels in over 130 metro area grocery stores to collect non-perishable food items. Food is also collected through the participation of over 100 local schools.
- **HIGH SCHOOL JOURNALISM DAY** – For more than 16 years, CBS 4 has mentored over 3,000 high school students interested in journalism through High School Journalism Day. Each spring, CBS 4 partners with the Rocky Mountain News to provide workshops on topics such as ethics in journalism, investigative reporting, journalism trends and more. Each year 500 students from across the state participate in High School Journalism Day.
- **NEWS4 COMMUNITY FORUMS** – CBS 4 works to create opportunities to listen to the community. Every week, CBS 4 holds Community Forums with various groups throughout the city. The forums are attended by representatives from Community Affairs and News. The goal during these forums is to listen – to hear about the issues and success stories that occur in neighborhoods everyday, but may not reach the ears of the media. Stories are developed that are centered around neighborhood residents, local businesses, and groups working to improve the areas in which they live. These stories represent the struggles and successes happening everyday in the Denver Metro area.

2003

- **UNITED 4 COLORADO** – In February 2003, CBS 4 and Mile High United Way Launched a new fundraising campaign that identifies and supports local causes. Mile High United Way provides a \$.50 match on every dollar donated up to the first \$100,000 and partner organizations assist with the distribution of funds.
 - **Homefront Campaign** – A fundraising effort benefiting local National Guard and reservist families facing financial hardship. The deployment of National Guard units created an increase in the demand for social services. The funds raised through the United 4 Colorado Homefront Campaign were distributed through the Colorado National Guard Foundation and the American Red Cross. On April 1, 2003, CBS 4 set-up a morning roadside donation center. As Denver commuters drove into downtown, they could stop by CBS 4 and drop off a donation without getting out of their cars. CBS 4 talent was on-hand to collect donations along with Mile High United Way volunteers. Governor Owens and General Whitney of the Colorado National Guard were on hand that morning to thank donors. At the end of the three-month campaign over \$156,000 was raised.
 - **Safe Summer Campaign** - This campaign focused on keeping kids safe during the summer by creating summer programs and scholarships that would allow children to attend summer camps and other recreational programs. The campaign ran from June to late July and raised over \$40,000. The funds were distributed through the local YMCA, Salvation Army, and the Boys and Girls Clubs of Metro Denver.

- **211** – In October 2003, CBS 4 and Mile High United Way launched a new information and referral helpline – 211. This bilingual helpline service is designed to assist with human service type issues. CBS 4's support of 211 includes on-air promotions, news coverage and cause-related marketing campaigns. During the first month of this campaign, Mile High United Way received 6,358 calls. Human service inquiries included: rental assistance, food, childcare, senior services, utility bill assistance, and other needs.
- **A DAY FOR WEDNESDAY'S CHILD** – On March 26, 2003, CBS 4 and The Adoption Exchange partnered on this one-day special that focuses on raising funds and generating awareness for The Adoption Exchange. For over twenty years CBS 4 and The Adoption Exchange have worked together on this community feature that helps find families for difficult-to-place children. In 2003 over \$96,000 was raised.
- **AMERICAN HEART WALK** – In June 2003, CBS 4 teamed up with the American Heart Association in support of the American Heart Walk. Along with an on-air campaign that promoted the importance of the Heart Walk, CBS 4 formed a walk team consisting of 80 people who raised a total of \$6,000. In total, the Heart Walk had over 3,500 walkers and raised over \$390,000 (a 30% increase from the previous year).
- **COLORADO SYMPHONY ORCHESTRA'S "SPIRIT OF THE SEASON" CONCERT** – On December 10th, CBS 4, the Colorado Symphony Orchestra (CSO), and Qwest Communications broadcast the CSO's annual "A Colorado Christmas" concert live from Boettcher concert hall. Over 1,500 people were in attendance and over 88,000 families tuned in to watch. CBS 4 paid tribute to local non-profit organizations by inviting non-profit employees to the concert and highlighting the important work of these agencies throughout the special. Following the broadcast, CBS 4 received hundreds of letters, phone calls and e-mails from across the state commending CBS 4 for the wonderful programming.
- **CARE 4 COLORADO** – In 2003, CBS 4 and The Salvation Army partnered together on several campaigns falling under the umbrella of "Care 4 Colorado".
 - In April 2003, CBS 4 and The Salvation Army collected non-perishable food items for the Care 4 Colorado Spring Food Drive. Items such as canned meat, vegetables, pasta, cereal and other non-perishable items were then distributed through The Salvation Army's food banks throughout the summer months. Over 53,000 cans were collected.
 - During the months of September and October of 2003, we partnered again to collect items for The Salvation Army's Thrift Stores. Gently used furniture, small appliances, and household items were collected. On November 1st, we held a large public collection in the parking lot of the Pepsi Center and had CBS 4 talent on-hand to accept donations.
 - At the end of the campaign we collected enough items to fill one 45-foot trailer and a 24-foot truck. Two cars were donated and calls into The Salvation Army requesting pick-ups were up 4% during the months of October and November following the campaign. Thrift Store sales were up 7% in October and 10% in November over the previous year.
 - Beginning in November we collected non-perishable food items for our Care 4 Colorado Holiday Food Drive. Local businesses and schools supported the effort by holding their own collections and donating the food to The Salvation Army. On December 13, 2003, CBS 4 talent helped collect items at a local grocery store. By December 24th, when the campaign came to an end we collected over 1,000,000 cans of food.

- **EMERGENCY TOY DRIVE:** – One week before Christmas, The Salvation Army contacted us and expressed their concern that not enough toys had been collected for the low income children they serve. We immediately put out call for help during each newscast and before you knew it the lobby of CBS 4 was covered with bikes, Barbies, toy cars, CD players and other new toys. On December 20th, CBS 4 talent and Salvation Army volunteers collected toys at a local Wal-Mart store. Within one week we collected close to 40,000 toys.
- **SALVATION ARMY KETTLES** – On Thursday, December 11th, CBS 4 anchors participated in the Celebrity Bell Ringing to help raise funds for The Salvation Army Kettle Drive. Proceeds from the entire Kettle Campaign account for 15% of The Salvation Army's overall budget allowing them to provide services that include food and shelter for individuals and families, recreational programs for at-risk children and low-income senior housing. The 2003 Kettle Campaign raised over \$700,000.
- **HIGH SCHOOL JOURNALISM DAY** – For 18 years, CBS 4 has mentored thousands of high school students interested in journalism through High School Journalism Day. Each spring CBS 4, the Rocky Mountain News, and the University of Denver provide workshops on topic such as investigative reporting, ethics in journalism, sports, journalism trends and more. In 2003, over 500 students from across the state participated in High School Journalism Day.
- **VH1/CBS4 SAVE THE MUSIC** – During the week of June 9th, CBS 4, in partnership with Comcast and VH1, collected musical instruments for the VH1 Save the Music Foundation. Throughout the week we ran stories highlighting the Denver Public School's music education programs that had been restored through the VH1 Save the Music Foundation.
- **BOO AT THE ZOO** – On October 25th and 26th, CBS 4 partnered with the Denver Zoo on their annual "Boo at the Zoo". This two-day event is the Denver Zoo's safe alternative to Halloween trick-or-treating. As the official television sponsor of the event, CBS 4 anchors and reporters were on hand to distribute candy to children dressed up in creative Halloween costumes. Over 25,000 visitors participated.
- **CBS 4 COMMUNITY FORUMS** – CBS 4 works to create opportunities to listen to the community by holding community forums throughout the city. The goal of the forums is to listen – to hear about the issues and success stories that occur in neighborhoods everyday, which may not reach the ears of the media. News stories are developed that are centered around neighborhood residents, local businesses, and groups working to improve the areas in which they live. In 2003, CBS hosted 31 forums meeting close to 800 people. Forums included the following groups:
 - The Colorado Children's Campaign
 - Colorado Association of Non-profit Organizations (CANPO)
 - Baker Historic Neighborhood Association
 - Junior League of Denver
 - Whittier Neighborhood Association
 - Make-A-Wish Foundation
 - Denver AARP
 - CHARG Resource Center
 - Lupus Foundation of Colorado
 - Atlantis Community, Inc.
 - Colorado Watershed Network
 - Family Voices Colorado
 - Young Americans Center for Financial Education
 - Southeast Business Partnership
 - Seniors Club in Douglas County
 - Far Northeast Neighbors, Inc.
 - Mobile Homeowners Coalition

- SafeHouse Denver
- Aging Services Foundation of Boulder County
- Mayfair Neighbors, Inc.
- Inspiration Point Neighborhood Association
- I Have a Dream Foundation
- High Line Canal Preservation Association
- Northwest Neighborhood
- Old South Pearl Neighborhood Association
- Denver CASA
- Ruby Hill Neighborhood Association
- South City Park Neighborhood Association
- Community Resources, Inc.
- Rainbow Bridge

2004

- **UNITED FOR COLORADO** – In January 2004, CBS 4 and Mile High United Way partnered again on the United 4 Colorado fundraising campaign that identifies and supports local causes. Mile High United Way provides a \$.50 match on every dollar donated up to the first \$100,000 and partner organizations assist with the distribution of funds.
 - **Warm Homes Campaign** – A six-week fundraising effort to help low-income Coloradoans pay their energy bills. The campaign was in response to residential heating costs climbing by more than 70 percent for most of Colorado. It was estimated that 22 percent of Colorado households, nearly 370,000 households, are low-income and unable to pay necessary bills, including energy bills. All funds were donated to Energy Outreach Colorado, a non-profit organization that funds local crisis assistance agencies. Energy Outreach Colorado then distributed the funds to the local programs of the Salvation Army, Catholic Charities, Seniors Inc, Denver Indian Center, and the Senior Resource Center. The United 4 Colorado Warm Homes campaign raised \$22,000.
- **CARE FOR COLORADO SPRING FOOD DRIVE** – During March and April 2004, CBS 4 and The Salvation Army collected non-perishable food items for the Care 4 Colorado Spring Food Drive. Items such as canned meat, vegetables, pasta, cereal and other non-perishable items were then distributed through The Salvation Army's food banks throughout the summer months. Over 57,000 cans were collected.
- **A DAY FOR WEDNESDAY'S CHILD** – On March 24, 2004, CBS 4 and The Adoption Exchange partnered on this one-day special that focuses on raising funds and generating awareness for The Adoption Exchange. For over twenty years CBS 4 and The Adoption Exchange have worked together on this community feature that helps find families for difficult-to-place children. In 2004 over \$98,000 was raised.
- **HIGH SCHOOL JOURNALISM DAY** – For 19 years, CBS 4 has mentored over 3,000 high school students interested in journalism through High School Journalism Day. Each spring, CBS 4 partners with the Rocky Mountain News to provide workshops on topics such as ethics in journalism, investigative reporting, journalism trends and more. Each year 500 students from across the state participate in High School Journalism Day.

- **AMERICAN HEART WALK** – In June 2004, CBS 4 teamed up again with the American Heart Association in support of the American Heart Walk. Along with an on-air campaign that promoted the importance of the Heart Walk, CBS 4 formed a walk team consisting of over 100 walkers who raised more than \$8,000. In total, the Heart Walk had over 500 walkers and raised over \$435,000 (an 18 % increase from the previous year).
- **AIDSWALK COLORADO** – CBS 4 teamed up with the Colorado AIDS Project and developed an on-air campaign that created awareness for the ongoing need for HIV/AIDS awareness and support. On August 22nd, AIDSWalk Colorado took place in Cheesman Park, near downtown Denver. Over 8,000 people walked and over \$800,000 was raised and benefited over 30 local AIDS agencies.
- **HURRICANE DISASTER RELIEF** – On August 19th, CBS 4 and the Mile High Chapter of the American Red Cross teamed up in response to the American Red Cross National Disaster Hurricane Relief efforts in Florida. CBS 4 talent along with Red Cross volunteers set up a roadside donation station in front of the CBS 4 and collected monetary donations for three hours during the morning rush hour. KYGO Radio morning show hosts Jonathon and Mudflap were on hand with live a live remote and the Denver Broncos sent their mascot, Miles, to come out and support our efforts. Over \$5,000 was raised on August 19th. Through CBS 4's continuous support and promotion, the Mile High Chapter of the Red Cross raised a total of \$137,012 to the National Hurricane Relief effort in Florida.
- **ALZHEIMER'S ASSOCIATION MEMORY WALK** – CBS 4 and the Alzheimer's Association teamed up to create awareness of Alzheimer's disease. In addition to an on-air campaign promoting the importance of heightening awareness about the fight to beat Alzheimer's, CBS 4 supported the annual Memory Walk near downtown Denver. Over 5,200 people participated in the walk and over \$440,000 was raised for support, education and training, advocacy and research activities through the Alzheimer's Association Colorado Chapter.
- **BRONCOS WIVES FOOD DRIVE** – In September 2004, a glitch with the state's welfare system left thousands of people without vital benefits such as food stamps and other necessary assistance. Individuals were forced to rely on local food banks and the shelves were running low because of the increased need. In response to this crisis, CBS 4, the Broncos Wives, Denver Police, Fire and Sheriff's departments launched the Broncos Wives Food Drive. Non-perishable food items were collected for two weeks and an emergency food drive was scheduled at a local grocery store with CBS 4 talent, Broncos wives, police officers and firefighters. Over 10 ½ tons of food were collected during the four-hour emergency collection. With the support of CBS 4 Broncos Wives collected non-perishable food and cash donations again on October 10th at the Denver Broncos/Carolina Panthers NFL game and over \$58,000 was donated and over 21,000 pounds of food were collected.
- **211** – In 2003, CBS 4 and Mile High United Way launched a new information and referral helpline – 211. This bilingual helpline service is designed to assist with human service type issues. CBS 4's support of 211 includes on-air promotions, news coverage and cause-related marketing campaigns. Since October 2003 – September 2004, Mile High United Way received 52,424 calls for assistance. Human service inquiries included: rental assistance (19,869), utility bill assistance (11,693), food (7,950), shelters/transitional housing (5,410), financial assistance – general (3,638). Other inquiries included childcare/youth programs, senior services, senior services, and others.

- **CBS 4 Community Forums** – CBS 4 works to create opportunities to listen to the community by holding community forums throughout the city. The goal of the forums is to listen – to hear about the issues and success stories that occur in neighborhoods everyday, that may not reach the ears of the media. News stories are developed that are centered around neighborhood residents, local businesses, and groups working to improve the areas in which they live. For the first part of 2004, CBS hosted 11 forums meeting close to 300 people. Forums included the following groups:
 - Douglas County Childcare Association
 - Colorado Judicial Institute
 - Hope Center
 - Denver Kids
 - One Light Adoptions
 - Greater Mar Lee Neighborhood Association
 - Urban Farm
 - Montbello High School
 - Original Aurora Renewal
 - Bright Beginnings
 - Sjogren's Syndrome Group

- **INVOLVEMENT IN ORGANIZATIONS/BOARDS**

CBS 4 continues to participate in local civic and social organizations on an annual basis through both memberships and community partnerships. These memberships and partnerships include:

- Downtown Denver Partnership
- Colorado Symphony Orchestra
- National Sports Center for the Disabled
- Colorado Business Committee for the Arts
- The Salvation Army
- Colorado AIDS Project
- Golden Triangle Neighborhood Association
- Denver/Boulder Better Business Bureau
- Denver Metro Chamber of Commerce
- American Heart Association
- The Adoption Exchange
- Denver Metro Convention and Visitor's Bureau
- Denver Hispanic Chamber of Commerce
- Women's Chamber of Commerce
- Colorado Black Chamber of Commerce
- Urban League of Metro Denver
- Mile High United Way
- Cherry Creek Chamber of Commerce
- Colorado Broadcaster's Association
- Southeast Business Partnership
- Denver Press Club
- Denver Future Forum
- National Center for Community Relations
- American Association of University Women
- Asian American Journalists Association
- Colorado Association of Black Journalists
- American Communications Foundation
- Colorado Sports Hall of Fame
- American Cancer Society
- Big Brothers Big Sisters

- American Red Cross
- Committee for Concerned Journalists
- Denver Art Museum
- Denver Botanic Gardens
- Denver Women's Press Club
- Denver Zoo
- Investigative Reporters and Editors Association
- Junior League
- National Association of Black Journalists
- National Association of Female Executives
- National Association of Hispanic Journalists
- National Press Photographers Association
- National Television Academy
- Native American Journalists Association
- Radio-Television News Directors Association
- Society of Professional Journalists
- Women in Communications
- Denver Museum of Nature and Science
- Colorado Women's Hall of Fame
- American Diabetes Association
- Denver Center for the Performing Arts
- Bonfils Blood Center
- Alzheimer's Association
- Young American's Center for Financial Education
- Kempe Children's Foundation
- Denver Film Society

▪ **EDUCATION INITIATIVES**

- **SCHOLARSHIPS:** For over 13 years, CBS 4 has awarded the CBS 4 Peter Rogot Media Scholarship to two high school seniors pursuing degrees in Communications. Students must attend a college to study broadcasting, newspaper, radio or magazine journalism, advertising, public relations, production in video, film or photography. Each student is awarded \$5,000 that is applied to their college tuition, books and expenses. Since 1991, over \$130,000 has been awarded to Colorado students.
- **MEDIA TRAINING:** CBS 4 provides a live media experience for 4th, 5th, and 6th grade Colorado students. The tour is specifically designed to education young viewers about how television news is gathered and produced. Students tour the station, see a live broadcast and meet CBS 4 anchors.
- **WEATHER VISITS:** Colorado schools also have the opportunity to have someone from our Doppler 4000 Storm Center team visit their school. Weather presentations are 45 minutes in length and include a 15-minute video and a 30-minute presentation. A one-sheet curriculum has been designed to assist teachers in preparing for their weather visit.

▪ **WEBSITE INITIATIVES FOR COMMUNITY EFFORTS:**

- **COMMUNITY PAGE:** CBS 4 uses a community page on www.news4colorado.com to promote station initiatives, community events, health resources and information. Links to non-profit partner organizations are also included.

WWJ-TV/WKBD-TV
Detroit, MI
LOCALISM INITIATIVES

Local News

- WKBD-TV airs one-hour per weeknight and one-half hour per weekend night of local news produced by WXYZ-TV.

Local Public Affairs

- WKBD-TV and WWJ-TV produce and air the weekly public affairs show *Street Beat*.
- *Street Beat* is a one-half-hour program that airs at 7:00am on Saturdays on WKBD-TV and 11:00a.m. Sundays on WWJ-TV.
- *Street Beat* focuses on metro Detroit's non-profit organizations, faith-based agencies and community organizations showing how they positively impact people's lives. The show promotes people getting involved in the community both financially and by volunteering. It profiles the outstanding achievements of local high school students and shows how the local corporate community is supporting various civic causes.
- *Street Beat* is hosted from the studios of WKBD-TV and WWJ-TV and includes guest interview segments. It also features segments taped in the field depicting various community issues.

Creating or Selecting Programming

- Both WWJ-TV and WKBD-TV maintain an open door policy and accept and review e-mailed suggestions on local programming.
- WKBD-TV preempted network programming 20 times in 2004 for locally produced Detroit Tigers baseball games and 43 times for Detroit Pistons basketball games during the 2003/2004 NBA season.
- WKBD-TV preempted network programming 6 times for Big Ten Basketball games featuring local teams from the University of Michigan and Michigan State University in 2004.

Emergency Programming

- WWJ-TV and WKBD-TV can switch to live local news coverage from WXYZ-TV in the event of a major local emergency.
- Both stations utilize the Sky Alert early warning severe weather notification system.
- WWJ-TV and WKBD-TV participate in the AMBER alert program.
- WWJ-TV provides up-to-the-minute morning rush-hour traffic updates within local cut-ins during the CBS Early Show.

Political Programming

- WKBD-TV and WWJ-TV produced and aired a five-part series of special voter education programs leading up to the November election entitled *Campaign 2004: Michigan Matters*.
- The one-half-hour programs featured a host and panel of local political and civic leaders discussing the political races and issues that appeared on the November ballot in Michigan.
- WWJ-TV and WKBD-TV utilized their web sites to enhance awareness of the *Campaign 2004: Michigan Matters* series and provide links to other voter information and voter registration web sites.

Civic, Cultural and Other Community-Responsive Programming

- *Mildred Gaddis: Inside America* airs Sundays from 8:30-9:00am on WKBD-TV. The show focuses on local and national issues affecting the African-American community.
- *For My People* airs Saturdays from 6:00-7:00am on WKBD-TV. The show focuses on issues affecting Detroit's African-American community.
- Local sports programming on WKBD-TV included 26 Detroit Tigers baseball games, 43 Detroit Pistons basketball games, 4 Detroit Lions pre-season NFL football games, 4 *Countdown to Kickoff* Lions pre-game shows, 4 Big Ten football games, and 17 Big Ten basketball games featuring either the University of Michigan or Michigan State University.
- WKBD-TV produced and aired the *Dino Ciccarelli Celebrity Golf Invitational*.
- WWJ-TV produced and aired ten weekly installments of *Michigan Golf Weekly*.
- WWJ-TV co-produced and aired the *Ford Detroit Lions Report* throughout the NFL season.
- WWJ-TV airs approximately 59 PSA's per week.
- WKBD-TV airs approximately 38 PSA's per week.
- WWJ-TV and WKBD-TV produced and aired local PSA's as part of Viacom's KNOW/HIV/AIDS awareness campaign.
- Local PSA's were also produced and aired on both stations for the March of Dimes, United Way, Gleaners Food Bank, the Deaf Community Advocacy Network, Detroit Public Schools, Museum of African-American History, Wayne State University's College of Nursing, UNCF, the Judge Greg Mathis Empowerment Seminar, Project Safe Neighborhoods, Evergreen Children's Services, and Spectrum Human Services.
- WWJ-TV produced and aired a lifestyles show entitled *Luxury Living*, which showcased local luxury homes.
- WWJ-TV and WKBD-TV produced and aired a series of lifestyles shows entitled *Make My House A Home*, which assisted viewers in home remodeling projects.
- WWJ-TV produced and aired a special entitled *American Women Road & Travel* in conjunction with Detroit's International Auto Show. The show featured cars of particular interest to women.

Music

- WWJ-TV and WKBD-TV produced and aired a Christmas holiday gospel music show entitled *Sounds of the Holidays* with proceeds going to the local Coats for Kids charity. Local gospel music artists performed before an audience of nearly 1,000 people.
- Both stations served as media sponsors for the Detroit Music Festival.
- WKBD-TV served as media sponsor of Detroit's Hip-Hop Summit.
- WKBD-TV conducted auditions for local musical acts providing the winner with a chance to appear on the UPN show *Half-and-Half*.
- WWJ-TV and WKBD-TV produced and aired a one-hour special entitled *Radio City Rockettes Christmas* shot at Detroit's Fox Theatre and focusing on local performers.

Station Participation in Community Activities

- WKBD-TV produced and aired the United Negro College Fund telethon.
- WKBD-TV produced and aired the Children's Miracle Network telethon.
- WWJ-TV and WKBD-TV staged a food drive for Gleaners Food Bank in which viewers dropped off food donations to the station.
- WWJ-TV and WKBD-TV staged a bone marrow drive at the station for Tia Nedd, a local woman in need of a transplant.
- WWJ-TV and WKBD-TV publicized the American Red Cross' *Wear Red* campaign.

- WWJ-TV and WKBD-TV staff members participated in City of Hope's *Walk to Cure Prostate Cancer*.
- WWJ-TV and WKBD-TV served as media sponsors and participated in City of Hope's *Walk to Cure Breast Cancer* at the Detroit Zoo.
- WWJ-TV and WKBD-TV employees donated toys to Botsford Hospital's holiday toy drive.
- WWJ-TV and WKBD-TV produced and aired 40 *Making A Difference* 60-second vignettes profiling local non-profit organizations.
- WWJ-TV sponsored the *Judge Greg Mathis Empowerment Seminar* in downtown Detroit.
- WWJ-TV and WKBD-TV participated in the Pontiac Chamber of Commerce *National Night Out*.
- WWJ-TV and WKBD-TV partnered with Wayne State University's College of Nursing to help recruit nurses to address the local nursing shortage.
- WWJ-TV and WKBD-TV employees raised \$1000 for MDA in their *Jail & Bail* event.
- WWJ-TV and WKBD-TV were media sponsors for *Icon Human Services Fundraising Gala*.
- WWJ-TV and WKBD-TV were media sponsors for *Spectrum Human Services Fundraising Gala*.
- WWJ-TV and WKBD-TV personnel participated in the *Dave Thomas Celebrity Charity Cook Off* at Benihana restaurant.
- WWJ-TV and WKBD-TV provided all-star reader for Detroit Pistons' *Read to Achieve* program.
- WWJ-TV and WKBD-TV participated in the *African American World Festival* in downtown Detroit.
- WWJ-TV and WKBD-TV participated in the local *Career Empowerment Zone Expo*.
- WWJ-TV and WKBD-TV were media sponsors for the *Detroit Music Festival* held at Comerica Park.
- WWJ-TV and WKBD-TV participated in the *Festival of Lights* boat parade.
- WWJ-TV and WKBD-TV participated in the *Woodward Dream Cruise* classic car rally.
- WWJ-TV and WKBD-TV participated in the Detroit Tiger's annual *Tiger Fest*.
- WWJ-TV and WKBD-TV participated in the job fair at the Palace of Auburn Hills.

**WFRV-TV
GREEN BAY, WI
LOCALISM INITIATIVES**

Local News

Our commitment to local news includes:

- Live interviews on our morning show to preview area events, profile musicians, artists and authors from our area.
- Each month we profile a teacher who is exceeding expectations in the classroom.
- We have a commitment to digging into stories that make a difference.
- Our health reporter gathers local medical stories of interest, which air weekdays at 5 PM.
- We work with the area United Way organizations to profile groups they work with in the community.
- In January of 2004, we added the Saturday morning newscast from 8 AM – 9 AM with live interviews with local newsmakers and community leaders.
- Approximately 85 % of our daily news' content is local.
- We have partnered with the local community papers to run in depth investigative reports that correspond to our news' stories.
- ***46 ½ hours of Local Newscasts per week***

WFRV News Schedule:

STATION	EM	NOON	EN	LN	WEEKLY ½ HOURS
WFRV/CBS	M-F 5-7AM Sa 8-9AM	12- 12:30PM	M-F 5- 5:30PM M-Sa 6- 6:30PM Su 5:30-6PM	M-Su 10- 10:35PM	46

News costs for the current year are estimated at 2.8 million dollars, which represents 26% of WFRV's total expenses.

Our website includes:

- Streaming video and text of important local stories that is updated throughout the day.
- Local health stories,
- Investigative pieces,
- Local sports video, and links.
- We post all area election results on the web as they become available,
- School closings are posted as a reference for all area schools.
- WFRV CBS 5 also creates a compilation of area flu clinics, listed by county, each fall.
- Each day the streaming weather, including forecast, is updated on the web after each show.
Note: During the week, that's five times a day.
- Agricultural reporter are updated daily.

Local Public Affairs

The following news programs contain segments or in-field interviews with community leaders, political leaders, civic leaders, and religious leaders focusing on community issues such as education, politics, charitable organizations, or events and public safety.

- WFRV CBS 5 News This Morning, Monday through Friday, 5-7 AM
- WFRV CBS 5 News Saturday Morning, Saturdays, 8-9 AM

Regularly scheduled segments on our local newscasts pertaining to public affairs include:

- “Healthwatch” (approximately 1:30 in length and aired daily at 5 PM and during our WFRV CBS 5 News This Morning between 6-7 AM,
- “Little Bits of Learning” (approximately 2:00) and airing during our WFRV CBS 5 News This Morning,
- “Terrific Teachers,” which encourages parents and students to nominate a teacher they believe goes above and beyond the call of duty. This segment airs once per month during our WFRV CBS 5 News at 6 PM.
- “Hometown Heroes,” which airs approximately twice per month and is 1:30 in length. This segment details what ordinary citizens are doing to improve their community.

Creating or Selecting Programming

- Meetings are scheduled with community and political leaders.
For example, the General Manager has met with (and will continue to meet with) Mayor Hanna of Appleton, Congressman Green, State Senator Wieckert and the Green Bay Mayor, Jim Schmitt.
- Regular communications have been established with community leaders that creates an open door policy.
For example, the General Manager sits on the Board of St. Mary’s Hospital, the Appleton Flag and Christmas parades, the Green Bay Packer Hall of Fame Board all of which are made up of community leaders. These are regularly scheduled meetings where attendees interact with policemen, aldermen, chairman of Fire and Police Commission, etc.
- WFRV accepts and reviews every single e-mail suggestion. We accept all phone calls and we encourage both email and phone calls and make it a policy to respond to everyone.

WFRV CBS 5 has preempted network programming in order to air other programming because of interest to our local community. Such events include:

- The Appleton Christmas Parade. This is the largest nighttime holiday parade in the nation and airs live the Tuesday before Thanksgiving.
- Green Bay Packers Pre-Season Football
- Big Ten Football
- Big Ten Basketball
- Green Bay Packers Holiday Special. This is a local holiday community program in conjunction with the Green Bay Packers which airs in prime time in early December.
- Severe weather safety special which is a local special featuring our three meteorologists.
- Rededication of Lambeau Field –A two-hour prime time special that aired one-time-only. Almost every civic and political leader attended.

Emergency Programming

- In 2004 WFRV CBS 5 invested over \$1,317,500.00 in ENG and/or weather forecasting equipment, which includes:
 - WSI – TrueView Weather Forecasting
 - Doppler Network
 - New Doppler Tower
 - Satellite Truck
 - Microwaves
 - Curious Maps with evacuation routes
- Eye of the Storm was a local 1/2-hour program about severe weather that we experience during the spring, summer and fall. WFRV CBS 5's weather team provided all the information and weather tips. The station produced the show and distributed 4,500 brochures with the emergency information provided to our viewers at their request.
- All meteorologists are empowered to break into programming when severe weather threatens or at least run "warning crawls" over regular programming.

We broadcast Amber and EAS Alerts. Examples include:

- One involving a missing Shawano boy.
- Another for Teri Jendusa in Southern Wisconsin.
- When a missing UW College student, Audrey Seiler, faked her abduction, we broke into afternoon coverage with details of her being found. We sent a crew to Madison and had live coverage at 5, 6 and 10 PM.
- In July, a tornado touched down in the middle of our viewing area. WFRV CBS 5 meteorologists provided live, continuous coverage as the storm moved throughout the area. During our 10 PM news, viewers dropped off their pictures of the tornado. We interviewed them live on the air and showed the damage from the tornado.
- This summer, flooding impacted many area communities. We did stories to tell victims how to file for federal assistance from FEMA and linked websites that provided assistance on our homepage.
- A couple of big accidents in our area shut down highways and rerouted traffic for several hours. We broke into programming to alert viewers to the situation.
- We were alerted to a sexual assault suspect on the loose. We broke into coverage with a description of the suspect and provided live reports throughout the evening.

Political Programming

WFRV sponsored or aired the following debates:

- February 29, from 10-11 AM, WFRV/WJMN carried a Democratic Debate originated by WCBS-TV.
- August 22, 11:35 PM, WFRV carried the Republican Party U.S. Senate Debate sponsored by the Wisconsin Broadcasters Association.
- October 1, 2004, WFRV carried the U.S. Senate Debate sponsored by the Wisconsin Broadcasters Association.
- WFRV CBS 5 aired profile pieces on the five-senate candidates before the September primary.
- During the Democratic National Convention, WFRV conducted a live interview with Wisconsin Governor Jim Doyle.
- On the republican side, we interviewed former Wisconsin Governor Tommy Thompson live from New York.
- Wisconsin is a battleground state for the November presidential election. We have had dozens of visits from the candidates, many of which occur close to or during news time.
- We have broken into coverage when the President and Air Force one landed in Green Bay.

- WFRV CBS 5 has aired live continual coverage of the candidates' speeches.
- In addition to President Bush and John Kerry, the candidates' wives and running mates stopped in the state, which we covered.
- On election nights, we run a continuous crawl with updated numbers from our viewing area beginning shortly after the polls close. The crawl runs throughout the newscast and into Letterman coverage.
- We also put those same numbers on our **website**.
- We've profiled number of congressional, senate, and mayoral races and referenda that impact our audience.
- On election night, we are live with numerous candidates as the results are revealed.
- We are running: 30 second customized promotional spots with our Anchors asking people to Vote in 2004.

Civic, Cultural and Other Community-Responsive Programming

- WFRV CBS 5 is the only station with a professional agricultural reporter on staff.
- WFRV CBS 5 half-hour newscast at noon is aimed toward the rural and agricultural community. Including Mike Austin's segment (our agricultural reporter) and the weather segment (weather always being of extreme interest to the rural community), approximately 15:00 per day Monday through Friday is targeted toward the rural audience.
- WFRV CBS 5 News Saturday Morning is a half-hour program seen once per week with approximately 10:00 each Saturday targeting our rural viewers.
- U.S. Farm Report – a one-hour weekly show seen every Saturday morning from 5-6 AM focusing on the farming community.
- Weekend Marketplace - a half-hour program televised on Saturday mornings from 4:30-5:00 AM again targeting the rural audience and farming communities in our viewing area.
- Hispanics Today – a half-hour weekly program focusing on the Hispanic community.
- High School Sports Extra – a half hour locally produced program airing from the end of August throughout the school year and hosted by our local Sports Department features highlights of high school sporting events and is targeted specially at the youth in our viewing area.
- CBS Marketwatch airs weekly on Sunday mornings at 6:30 AM and focuses on market conditions.
- Global Business is a syndicated half-hour program airing weekly focusing on market conditions throughout the world.
- Business Week is a syndicated half-hour program aired on a weekly basis that focuses on market conditions closer to home.
- Rebecca's Garden – a half-hour weekly program aimed at the high numbers of gardeners we have in our viewing area.
- Bloomin' in the Garden – another half-hour weekly program also targeting the gardeners.
- Green Scene – locally produced gardening segment, approximately 1:30, which airs Tuesdays during CBS 5 News at 6:00pm and again on Wednesday morning during CBS 5 News This Morning (April through October).
- U.S. Bank Championship Preview Show, half-hour program aired from 6:30-7 PM Wednesday, July 21, previewing the upcoming golf championship being held in Milwaukee, Wisconsin.
- The PGA Championship Preview Show was a locally produced half hour airing from 6:30-7 PM on Wednesday, August 11. The PGA Championship was held at Whispering Springs in Wisconsin and targeted our golf audience which, according to SRDS surveys, comprises a huge segment of our audience lifestyles.
- Pet Savers – Every Friday during our WFRV CBS 5 News at Noon, representatives from our local Humane Society brings pets to be adopted to our studios where they are featured on our live newscast.

- WFRV CBS 5 recognizes that public service announcements are valuable to listeners, organizations, and the community as a whole. Therefore, the station offers free time to qualifying public and private organizations for such announcements. The production of these announcements are provided free of charge. Announcements generally are 30-60 seconds in length.
- The criteria used in accepting qualifying organizations and the criteria governing acceptance of announcements from such organizations, are as follows: Examples of private organizations are charitable organizations, service clubs, publicly supported arts organizations, etc. To be eligible, these organizations must conduct activities that are generally perceived as serving WFRV CBS 5's audience as a whole with a special consideration to children's issues. Examples of acceptable public organizations are departments or agencies of the federal, state or municipal governments, dealing with traffic safety, fire prevention, energy conservation, alcoholism and drug abuse, recreation and artistic activities, etc. Estimated value of PSA schedules this year is \$90,000.00.
- We've made a commitment to getting out to county fairs in our viewing area. Our agriculture reporter went live from a fair each Friday throughout the summer in a segment called 5 at the Fair.
- We recently hosted the PGA tournament in Wisconsin. We did stories leading up to the weeklong event about the economic impact on the community and profiled volunteers. WFRV CBS 5 produced a half-hour special about the event and the hundreds of thousands of people that came to the area to watch it.
- Our investigative reporter uncovered a pet medicine, Proheart 6, which was recalled.
- Each week, the sports staff produces a half-hour sports show focusing on high school athletes, coaches, and games.

WFRV LOCAL SPORTS PROGRAMMING	AIRS	TIME
<i>Larry McCarren's Locker Room</i>	Monday	6:30-7PM
Coach Mike Sherman Show <i>Statewide</i>	Tuesday	6:30-7PM
High School Sports Extra	Saturday	10:35-11:05PM
Packers Pre-game Shows <i>Statewide</i>	Various	10-11AM 630-7PM
Packers Draft Special <i>Statewide</i>	April	6:30-7PM
Training Camp Special <i>Statewide</i>	July, Saturday	10:35-11:05PM
Tod Kowalczyk Show (UWGB Phoenix Coach)	Jan – March, Sunday	11:05-11:35PM
Sports Extra/Packers 5th QTR <i>Statewide</i>	August – Jan., Sunday	10:35-11:05PM

Station Participation in Community Activities

- General Manager is President, Green Bay Packers 65 Roses (Cystic Fibrosis Foundation)
 - General Manager is Executive Committee Members/Hall of Fame Board, Green Bay Packers Hall of Fame
 - General Manager is Past Chairman, Wisconsin Broadcasters Association
 - General Manager is Past President, Green Bay Ad Fed
 - General Manager is on the Wisconsin Athletic Hall of Fame Selection Committee Member
 - General Manager is Advisor Board Member, St. Mary's Hospital
 - General Manager is Board Member, Appleton Christmas Parade
 - General Manager is Board Member, Appleton Flag Day Parade
 - News Director is Member, Appleton Christmas Parade Committee
 - Valley Sales Manager is Ambassador for Fox Cities Chamber of Commerce
 - Chief Meteorologist is on the Board of Directors for "The Angel Fund for Children with Cancer, Inc."
 - Chief Meteorologist is Past President, current trustee of the Packerland Chapter of the American Meteorological Society.
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- In addition to National PSA efforts, WFRV CBS 5 sponsors local non-profit events. Sponsorships are based on either a \$10,000 or \$5,000 value of in-kind promotion. The in-kind value is based on appearances on news programming, news coverage, and a run of station schedule. Estimated value of this year's sponsorships is \$400,000. Last year we were involved in 60 sponsored events. In 2004 we have increased our sponsorships to over 150. The breakout of causes and events is:
 - **10** Family Benefits
 - **25** Organizational groups that contribute to Northeast Wisconsin's diverse population to include, but not limited to, underprivileged families, minorities, blindness, United Way, Special Olympics, etc.
 - **40** Groups that contribute to Art and Education efforts to include, but not limited to, art exhibits, school lectures, church groups, science fairs, and a musical spectrum that ranges from the Symphony to Country USA.
 - **34** Health related organizations that hold events to raise money for cures to include, but not limited to, walks, runs, dinners, dances, etc.
 - **40** Local events to include, but not limited to, fairs, sporting events, parades, clubs, volunteer recognition, ski jumps, etc.
 - **3** Political dinners addressing local government issues and Homeland Security.
 - We did a 14 part series and 10 live interviews to promote organ donation. We profiled various medical advancements in organ transplants and those who have benefited from a transplant. After each story, we told viewers how they could become an organ donor by directing them to our **website** for more information.
 - We air school closings with a continuous crawl on air and also on our **website**.
 - Each fall, we post flu clinics on our **website**, county by county.
 - We have aired a three-part health series on prostate cancer. It featured new treatments and tests for the disease.
 - We have focused on childhood obesity, profiling innovative programs to help children with their weight and are presently working with the Green Bay Packers on a pilot program called Fit Kids. This program is being tested in the Green Bay school system and we hope to launch it in other areas next year. The program is targeted towards 4th graders. Teachers have a curriculum designed to help create healthy lifestyles, with a different topic each month. The program deals with social skills, healthy eating, and choosing an active lifestyle. Each month students watch a video in class in which a student and a Packer player reinforce that month's topic.

- During recent flooding and tornadoes, we have worked with FEMA to get the word out on how our viewers could file for federal assistance.
- We kicked off a series called hometown portraits. We profiled area communities by taking our two-hour morning show to that city or town. Throughout the show, our anchors conducted live interviews with the Mayor as well as introduced various positive stories about the people and businesses that make their community thrive. We did this for a week during May and then once a week throughout the summer.
- As part of our partnership with the Green Bay Packers, we worked with the Dave Thomas foundation to promote adoption. We profiled a family that adopted 9 children and showcased the importance of adoption.
- WFRV sponsors the Care and Share program, which is a non-profit event that has been held for the past 22 years in November. The program raises money and toys for underprivileged kids in our area.

Website:

- Sponsorship agreements include a link from our web site to their site and vice versa. This helps increase registration and attendance at WFRV CBS 5 sponsored events.
- WFRV provides the Community Calendar as a public service to provide information about events, attractions, meetings, etc. that are being held throughout the DMA.

Organizations that wish to have an event posted can submit the information on the form found on our Community Calendar website or by mail. Once the information has been submitted, checked, and approved, the event is usually posted within 2 to 3 days. Special events, such as fundraisers, barbecues, pageants, etc. are just a few of the entries found on our Community Calendar webpage. WFRV also takes these events and runs PSAs by listing 3 events together. The PSAs run in the overnight avails on both WFRV and WJMN.

WNDY-TV INDIANAPOLIS, IN LOCALISM INITIATIVES

Local News:

- Thirty minute 10pm newscast, seven days a week. (10 to 10:30pm)
- Daily Buzz a national morning news show airs Monday through Friday 6am to 8am. This includes local weather updates.
- We provided streaming video of hurricane coverage in Florida.

Local Public Affairs

- Indiana Focus is our locally produced thirty-minute public affairs show hosted by Milt Thompson, it airs once a week (Saturday morning).
- This is an interview format with local community, political and charitable organization leaders. We also include event highlights and a community calendar.

Creating and Selecting Programming

- Care is taken to serve the Indianapolis market with the best programming content available. We conduct informal surveys through our website. We also invite comment via on-air promotions and informal event polling.
- Examples of network preemptions come in the form of local sports such as Indianapolis Colts football or area basketball coverage (Ball State basketball or Indiana basketball).

Emergency Programming

- We have an agreement with WTHR to provide emergency and/or live coverage.
- We participate in the Amber Alert system for local child abductions by indicating to our viewers there has been abduction. We also have link on our website.
- We participate in a weekly and monthly Emergency Alert System (EAS) test.

Political Programming

- We provided streaming video of both the Democratic and Republican conventions in 2004.
- We air at least ten PSA's per week encouraging our viewers to register and vote.
- Our 10pm newscast has covered voter registration (how and where) on a weekly basis.
- We air "Make it Count" covering issues in this year's Presidential campaigns, Sundays at 10am for a nine week run (September 12 to November 7) hosted by Lynda Lopez.

Community Responsive Programming

- Steel Horse, a locally produced weekly thirty minute show airs Sunday nights at 10:30 pm. This show is produced by bikers for bikers and highlights local events and charitable rides that benefit a number of organizations in our community. We also have an event calendar the airs in each episode.

Organization events we have covered:

Indiana Toys for Tots

Damar Services

Shriners Children's Hospital

St. Mary's Child Center

Community Hospital Breast Cancer Research

Christian Motorcyclist Association

Bring the Mini Vietnam Wall to Hamilton County

Motorcycle Safety Awareness

Morgan County EMS/MASH Programs

The Nicole Richards Fund

The Emily Hunt Foundation for Spinal Cord Injuries

Relay for Life Event in Lebanon

Carmel D.A.R.E. Program

Indiana Masonic Home Foundation

Hoosier Burn Camp

Riley Hospital for Children

Cystic Fibrosis Foundation

Frankfort Shop with a Cop

Diabetes Youth Foundation

Janus Developmental Service

Sugar Creek Township Firefighters Fund

Putnam Co. Sheriff's Office Christmas Charity Fund

Indiana Sheriff's Association's Youth Career Camp

Indiana Firefighters Memorial

Rehabilitation Hospital of Indiana Sports Program

Sheltering Wings
 Ambassadors for Children
 Boys & Girls Club of Lebanon
 Leukemia for Children
 Claire Tatom Foundation
 American Cancer Society
 Hereditary Spastic Paraplegia Foundation
 Kawasaki Disease Foundation
 Gift for Life Foundation
 Marion County Sheriff's Department PAL Club
 Charter Schools of Indianapolis
 ABATE of Indiana
 Nathan's Battle Foundation
 Indiana March of Dimes
 Dove Recovery House for Women
 Indiana Special Olympics
 Coburn Place
 Mary Jane Hash Trust Fund
 Marion County Children's Home Options Treatment Center

- UPN Indiana airs approximately forty-five PSA's a week, topics include:

HIV/AIDS	United Way
Breast Cancer Research	V Chip
Keeping Oceans Clean	Voter Registration
Drugs	Staying in School
Arts Council	Girl Scouts
Volunteerism	Boys and Girls Clubs
Fire Safety	Preventing Forest Fires
Animal Rescue	Energy Conservation
American Red Cross	

Music

- Periodically Indiana Focus has provided local bands an opportunity to showcase their music. We had "Grass Roots" a local blue grass band on the show as part of "Rhythms on the Riverfront" concert series UPN Indiana partnered with to benefit the Indianapolis Art Center.

Community Activity Participation

UPN Indiana has quarterly initiatives that involve a charitable organization and/or event in which we produce a contracted PSA, listing on community calendar, and guest spot on Indiana Focus. This year's events include:

- Indianapolis Art Center's "70th Birthday Gala Celebration" partner.
- Second Helpings "Ultimate Chef Competition" partner.
- Coburn Place Safe Haven "Designer's Closet" partner.
- Joy Drive partner (children's books and toys).
- Clothe-A-Child partner with Indianapolis Police Department.
- UPN Indiana's website features a Community page with direct links to organizations in our community.



KCBS/KCAL
Los Angeles, CA
LOCALISM INITIATIVE

KCBS/KCAL has an ambitious commitment to the local community; its issues, areas of interest and community involvement. Below are examples of this ever-increasing commitment.

LOCAL NEWS

KCBS/KCAL has a staggering commitment to local news - so much so that there's scarcely a time during early morning, daytime, early evening, and primetime when we are not broadcasting local news on one of our two stations.

WEEKDAYS	KCBS (minutes)	KCAL (minutes)
5:00-6:00A	60	
6:00-7:00A	60	
7:00-9:00a		
(cut-ins)	28	
11:00-11:30a	30	
12:00n-1:00p		60
2:00-3:00p		60
3:00-3:30p		30
4:00-5:00p	60	
5:00-6:00p	60	
6:00-6:30p	30	
8:00-9:00p		60
9:00-10:00p		60
10:00-11:00p		60
1:00-11:35P	35	
MINUTES OF NEWS/DAY	363	330
MINUTES OF NEWS/WEEKDAYS	1,815	1,650
SATURDAYS		
5:00-5:30p	30	
6:00-6:30p	30	
9:00-10:00		60
11:00-11:30p	30	
MINUTES OF NEWS/SATURDAY	90	60
SUNDAYS		
5:00-5:30p	30	
6:00-6:30p	30	
6:30-7:00p	30	
9:00-10:00		60
11:00-11:30p	30	
MINUTES OF NEWS/SUNDAY	120	60
MINUTES OF NEWS/WEEK	2,025	1,770
HOURS OF NEWS/WEEK	33.75	29.50
% OF TOTAL BROADCAST WEEK THAT IS NEWS	20.09%	17.56%

Additionally, plans are underway to add an additional two hours of news programming each weekend day early in 2005 on KCAL, which would bring the weekly total to 33.50 hours of news/week.

All news, to paraphrase the political axiom, is local news. Items of national debate - including homeland security, economic policy, immigration, taxation, defense, and virtually every area of legislative interest - are translated into local coverage. In addition, given the broad ethnic and racial diversity of the Los Angeles viewing market, and that the area is home in vast numbers to émigrés and refugees from so many lands around the world, stories of international interest often have a local angle - which we work hard to find and portray on our local newscasts.

Local public affairs issues - many regional in nature, such as water and air quality, traffic, pollution, and the like -- are incorporated in each newscast. Areas of local interest, including land-use policy and matters of municipal planning, are also in virtually every newscast. We have undertaken initiatives in the last 18 months to visit more communities within our viewing area more frequently, and have had continuing success with this effort to fan out further and penetrate more deeply into the vast geographical area we cover.

Additionally, we began an initiative in the news department in Q2 2004 to hold regular face-to-face meetings with community leaders in various parts of the viewing area, to hear their concerns and learn more about the issues affecting their lives. Through a partnership with the non-profit community group Community Advocates, Inc. we met with representatives of approximately 100 community groups in April and again in June. Each meeting generated approximately 10 stories in the days immediately following the community meetings. They also led to open channels of communication between several groups and our newsroom with considerably more story suggestions and contacts, and the likelihood of regular stories on a number of issues that we otherwise would not have learned about.

LOCAL PUBLIC AFFAIRS

1. "Studio 2"—a weekly news public affairs program highlighting current issues and topics of interest to the various communities residing in Southern California. The half-hour program airs on KCBS Sundays at 6:30pm. Topics have included: West Nile Virus, violence in South Central Los Angeles, traffic problems and gay marriage. The one-topic programs feature interviews with various spokespersons on the issues.
2. Regularly scheduled public interest news segments include "Eat at Your Own Risk," which highlights local eateries that are rated low by local health officials. Viewers are also able to access the information online before choosing a restaurant. These segments are from 3-6 minutes each Monday during evening newscasts on KCBS.
3. Infotorials—Throughout the year informational editorials, featuring Don Corsini, President and General Manager, are produced. These sixty-second public service messages focus on current and timely community issues. Solutions or "how you can get involved" are included in every spot. Some of these issues have included: Environmental, child safety, health related, at-risk youth, crime fighting and the AIDS epidemic.
4. Community Calendar airs Monday through Friday on KCBS during the 11am newscast and the Noon newscast on KCAL9. This daily calendar features and promotes local community events and fundraisers. These events are also included on both stations' websites.

CREATING OR SELECTING PROGRAMMING

KCBS and KCAL hold meetings with a 20 - member Community Advisory Board made up of community leaders on a quarterly basis. The leaders include: John Mack of the Urban League, Joe Sanchez of the Mexican American Grocers Association, Stewart Kwoh of the Asian Pacific American Legal Center, Gary Hicks of Junior Achievement, Stuart McCammon

of the Boys and Girls Clubs and Esther Renteria of Hispanic American for Fairness in Media and Alex Nogales of the National Hispanic Media Coalition. The purpose of these meetings is to bring the community to the executive staff and to offer these leaders direct contact at all levels of the station.

A partnership with the Community Advocates organization offers non-profit organizations a chance to learn how to access the media and particularly news staff. These quarterly meetings are held in the communities served by the stations and bring together news producers, anchors, reporters, assignment editors and news and station management for dialogue of importance to the communities represented.

1. KCBS: Studio Two - Locally developed and produced Los Angeles interest news topic show. Aired Sunday nights leading into 60 Minutes.
2. Sports Central: Local sports show, which follows weekend network sports, telecasts. CBS2 Sports Central NFL Pre-Game: Local sports show, which precedes network NFL Today telecast.
3. Raiders Pre-Season Football: Produce and broadcast Oakland Raiders football games. This team has a large local following since they were the last Los Angeles NFL team.
4. Various Local Network support specials, which feature local interest and highlights: Hunter Ellis in a past Survivor contestant co-hosts the program and brings insight to the new season and finale episodes.
5. Behind the Wheel - A program produced on the LA Auto Show.
6. KCAL: 9 On The Town - locally produced information and entertainment show, which highlights topic and activities of interest to Angelenos.
7. Heal the Bay, Special Olympics, LA Triathlon, Local sports (Lakers, Ducks, Angels, Galaxy), CIF Football games, John Wooden Tournament, Pre games and postgames programs.

We receive program solicitations via telephone, mail and email. We evaluate and respond to them as appropriate. We respond to all viewer communications (email, standard mail and telephone call). If the viewer comment is for a syndicator after responding we forward to the appropriate person.

The Nielsen rating service is our measuring device. We use it in conjunction with management, VTSG and viewer input to determine types programming we telecast.

Preemptions are made only for breaking news of significance to the community at large (for example, the death of Ronald Reagan and all the proceedings up to and including his funeral). Other preemptions have been made for funerals of law enforcement officers killed in the line of duty or memorials of civic and community leaders (such as Ray Charles).

EMERGENCY PROGRAMMING

We continued into 2004 our successful effort to be first on the air and last off the air with any news in our viewing area that posed an imminent threat to viewer safety, including earthquakes, fires, floods, and other natural and man-made disasters. Toward this end, we covered fires in northern Los Angeles County in May-June 2004, much as we provided comprehensive and at times wall-to-wall coverage of the firestorm in October 2003 that besieged much of the southern part of California.

In 2004, our two stations served as beta testers for new seismic monitoring software developed by seismologists at the California Institute of Technology on behalf of the California Integrated Seismic Network (CISN) to provide faster and more accurate information about earthquakes. We were also the first station in the market to deploy the software station-wide and to train all of our assignment editors, producers, managers, and anchor people in its use.

Additionally, we redesigned our own in-house seismic monitoring equipment to provide more reliable monitoring through the extensive array of sensing equipment operated by CISON. The upgraded system now provides for multi-station monitoring and playback on-air of seismic events, and a "safe" digital storage system for archival and legacy events. Through training of engineers, assignment editors, and managers, we reduced by about 90 per cent the time it takes to get the visual representation of an earthquake on television on both of our stations.

We have continued our involvement in the AMBER and EDIS (the California Emergency Digital Information Service), increasing the number of computer terminals within our station at all times that receive alerts of natural disasters and child abductions direct from the statewide digital network.

Our weather system caught uncharacteristic cloud buildups in our metropolitan area in spring 2004 that brought a heavy hail storm and substantial damage to several neighborhoods, and allowed us to keep our viewers on top of a disruptive and potentially life-threatening storm. We continue to upgrade the infrastructure for our weather systems and train our meteorologists in its effective use.

POLITICAL PROGRAMMING

We continued into 2004 two popular, innovative segments on politics in our KCAL newscasts. These segments began during California's Recall Election in 2003. One features San Francisco *Chronicle* columnists Philip Matier and Andrew Ross with a live weekly appearance via satellite to discuss political intrigue in the State Capitol, especially as it relates to southern California. The other features twice-weekly appearances by two political strategists, one a Democrat and the other a Republican, to help put the Presidential campaign in perspective and explain to viewers the machinations and circumlocutions on the campaign trail.

Additionally, we began in 2004 regular exclusive appearances from a non-partisan political analyst, Dr. Franklin Gilliam, a renowned professor of political science and Vice Chancellor of the University of California at Los Angeles.

The political segments were only part of a broader effort to bring KCBS/KCAL viewers more - and more extensive - coverage of the Presidential campaign as well as the many local issues on the March and November ballots (including more than 20 statewide initiative and a substantial number of local measures.)

We surpassed by wide margins on both stations CBS's commitment to the FCC to provide at least 5 minutes of coverage of political issues in the months leading up to each election.

This special coverage was in addition to our on-site coverage of both the Democratic and Republican National Conventions.

1. Both stations have aired various Presidential and Gubernatorial debates that were sponsored by others (California Association of Broadcasters for California Recall Election in 2003, Presidential Debate Commission in 2000). We have volunteered individually and as part of the Viacom Television Stations Group to sponsor and host candidates' debates, most notably in the California Recall Election of 2003, but could not get participation from key candidates.
2. In the 2002 Governor's race, we did offer live 5-minute interview segments at set times in the KCAL primetime news block to each candidate in the week leading up to the election. The candidates accepted the time, except for the incumbent (Gray Davis), who declined due to what his staff insisted were scheduling problems.
3. In the weeks leading up to primary and general elections in 2002, recall 2003, and primary 2004, we have aired in-depth background pieces on all key ballot initiatives. In Fall 2002, after the merger of our two stations but before we consolidated the newsrooms, we brought on board a special producer to coordinate and field-produce the pieces and prepare them for KCBS and KCAL talent individually. Pieces ran approximately 2-3 minutes in length, and we featured them in multiple KCBS and KCAL newscasts, including the 5pm (KCBS) and the 9pm (KCAL).

4. In the fervor surrounding California's Recall Election in October 2003, we stepped up coverage of state issues, especially budget issues and some key legislative ones (including Drivers Licenses For Undocumented Aliens). Also, we began on KCAL special exclusive live nightly forums, alternating twice each week between The Guys Who Eat Politics For Breakfast (a political strategist on the left and a political strategist on the right to discuss the political issues in play with our dedicated political reporter), and The Muckrakers, live via satellite appearances from San Francisco Chronicle political columnists Phil Matier and Andrew Ross, discussing political issues of statewide interest. The remaining night of the week we tried to bring in other analysts and observers to add perspective to the political issues then in play. We have continued the FORUMS into the Presidential year. Additionally, we have added the presence of a consulting political scientist (Dr. Franklin Gilliam, vice-chancellor of UCLA) to add context to major campaign issues on the Presidential and other fronts.

CIVIC, CULTURAL AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

KCBS/KCAL serves the community through its news, children's programming and special programs supporting local community issues.

When community issues arise, the stations as a whole promote, air and report on these issues. For example, the Southern California wildfires devastated homes and lives. Together with the Red Cross, the California Highway Patrol, a local grocery chain and our sister radio stations, \$400,000 was raised through live coverage of the fires and selected donor collection sites. Public service announcements, station editorials and ongoing news reports publicized the needs of local residents and offered solutions for the public at large to help the fire victims.

In addition, after 9/11, the need to educate the community of safety measures to keep them safe became evident. KCBS/KCAL teamed with the LA County Office of Emergency Management, Emergency Services departments from a 5 county area, the Red Cross and State officials to provide a comprehensive program called Safe at Home. This campaign incorporated a public service campaign, community appearances, on-air promotion, website support and news reporting for successfully disseminating vital information. The motto: "Prepare for one emergency and you prepare for all".

Special Olympics station initiative is another example of supporting community issues of the disabled. KCBS/KCAL supports this organization through staff volunteers at summer games, production of a program special highlighting the achievements of the athletes and putting on a golf tournament to raise funds that continue the work of Special Olympics Southern California.

Heal the Bay is another local non-profit organization and focuses on the environment, particularly the health of our bay and local beaches. KCBS/KCAL sponsors this group while promoting California Coastal Clean-up Day. An hour program is produced to promote the day. This year the program was aimed at children K-8 and was produced in conjunction with an activity guide and quiz that could be distributed to thousands of schools and youth and community groups to educate families of their responsibilities to the environment.

In addition, KCBS/KCAL airs local sporting events. These include: Los Angeles Lakers, Los Angeles Galaxy Soccer, Anaheim Angels Baseball, Mighty Ducks Hockey, NFL and CIF Football and more.

KCBS/KCAL air an average combined total of 193 Community Public Service Announcements per week. These in duration of :10, :15, :20, :30 and :60 seconds. Highly promoted spots emphasize our commitment to Volunteerism, HIV/AIDS awareness, Youth and Health Issues. These initiatives include Drug Free America, Early Cancer Detection, Know HIV, V-Chip, Voting, Breastfeeding Task Force, 5 a Day Healthy Eating, Project Pollution Prevention, Heart Disease, Arthritis, Diabetes prevention, Children Dental Hygiene, Domestic Abuse, Drug Prevention, Mentoring, Safe Haven (Baby Dumping) and Literacy.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

KCBS/KCAL participate in many community events and support various charitable initiatives throughout the year. Some of them include:

- Southern California Special Olympics
- Susan G. Komen Race for the Cure
- California Coastal Clean-up Day/Heal the Bay
- American Heart Association Heart Walk
- California Highway Patrol's Chips for Kids Toydrive
- Kid's City
- California Kids Faire
- LA Unified School District's Adopt-a-School program
- Jimmy Stewart Marathon
- Muscular Dystrophy Telethon
- Chabad Telethon
- SPCA Telethon
- Mentoring Awareness Campaign
- Know HIV/AIDS Campaign
- Drug Free America Campaign
- Optimum Wellness
- A Su Salud (promotes free health fairs for the Spanish speaking community)
- Wonder of Reading Program
- Olivecrest

Non-profit fundraisers supported by the station include:

- St. John's Hospital
- Special Olympics Golf Tournament
- Red Cross
- MDA
- Aid for AIDS
- Inland AIDS Project
- Aids Project Los Angeles
- LA Shanti Foundation
- Arthritis Foundation Walk
- Olivecrest
- ChiPs for Kids
- MALDEF
- Asian Pacific American Legal Center
- Community Coalition
- Wooten Center
- Urban League
- Hope-net
- Susan G. Komen
- Muscular Dystrophy Association
- Heal the Bay
- Boys and Girls Clubs
- And more.....

Stations' executives serve on various community boards such as Chairman of Southern California Special Olympics, the Los Angeles Sports Council, Heal the Bay, Asian Pacific American Legal Center, Muscular Dystrophy Association and American Cancer Society.

Non-profit and community events are also publicized on the community page of our websites. Links are included for volunteer opportunities, emergency preparedness information and other free local services.

WEBSITES

The websites of both TV stations are coordinated with the news department and carry local, regional, and national news. Additionally, each website offers visitors an opportunity to sign up for a "news blast" email to inform them of ongoing stories late each weekday afternoon. The websites are also updated continuously with breaking news and offer another element pioneered by KCBS/KCAL - streaming video of important stories. Periodically, questions can be submitted by viewers through the station's websites for live on-air guests.

Through the coordinated efforts of the web design team and the news operation, items of special interest that may have more information than can fit within a TV format - data, contact lists, or other material - are posted on the website. Viewers are then directed to the station websites to obtain the information in one convenient place.



WFOR-TV /WBFS-TV
Miami, FL
LOCALISM INITIATIVES

Local News:

WFOR-TV, CBS4:

Station investment in local news: \$13,680,500

Aired per week

- 5 am to 7 am, 7 times per week (Monday-Sunday)
- 12 pm to 12:30 pm, 5 times per week (Monday-Friday)
- 5 pm to 6:30 pm, 5 times per week (Monday-Friday)
- 6 pm to 6:30 pm, 1 time per week (Saturday)
- 6:30 pm to 7 pm, 1 time per week (Sunday)
- 11 pm to 11:30 pm, 7 times per week (Monday-Sunday)

WBFS:

Station investment in local news: \$1,608,700

Aired per week:

- 10 pm to 11 pm, 5 times per week (Monday-Friday)
- 10 pm to 10:30 pm, 2 times per week (Saturday-Sunday)
- 7 am to 9 am, 5 times per week (Monday-Friday)

The WBFS, UPN33 10 pm news broadcast began on September 18, 2001 and was expanded to one-hour news broadcast on January 2003. The Station's Morning news broadcast began on September 20, 2004.

Both stations offer individual websites with links and live streaming video of stories that we cover, news headlines and more. This includes areas where viewers can pose questions to our anchors and get live weather updates and local radar. We also have an area where viewers can email us regarding questions and concerns about the station and our programming.

Local Public Affairs:

WFOR-TV airs a half hour locally produced public affairs show called *4 Sunday Morning*. It has an interview style format featuring local experts that explore issues covered in the previous week's news broadcasts, as well as political, cultural, economic and topical issues that affect our community. The program also repeats weekly on Sundays at 12:30 PM on WBFS.

WBFS airs a weekly half hour locally produced public affairs show called *Focus On South Florida*. It has an interview style format featuring local experts on health and economic issues that affect our community.

WFOR-TV, Miami-Dade County Public Schools and Broward Public Schools have joined together for *Connect With Kids*, a life skills/character education program that highlights issues of concern to today's student. The project is being sponsored by WFOR-TV and Wachovia Bank, and involves students from 30 elementary, middle and high schools. These topics are also the focus of a series of monthly specials on WFOR-TV that began in 2003 and will continue through June 2005. Topics include obesity, peer pressure, self-esteem and violence prevention.

WFOR-TV and WBFS also support the Silver Knights Awards that honor excellence and achievement among high school students in Miami-Dade and Broward counties. On-air talent takes part in these presentations and two one-hour specials; one for Miami and one for Broward, containing highlights of these ceremonies are aired on WBFS.

CBS4's *Ask The Experts* is an outreach campaign designed to rise to the needs of our community and address health issues and concerns for all of our friends, neighbors and families. Ask The Experts Phone connects with the community by offering phone banks that allow the public to speak to experts in various professional fields as well as community outreach events with educational components.

Creating or Selecting Programming:

The management of WFOR-TV and WBFS has an open door policy to all community organizations. Michael Colleran, President/General Manager and Nelly Rubio, Director of Community Relations regularly meet with staff and Directors of various non-profit organizations. In fact, we highly encourage these meetings, whether at the Station or at the organizations facilities, at least two times per month. Also, both individuals are highly involved in the community and participate regularly on the boards and committee of various organizations. Mr. Colleran, in

spite of the fact that he's only been in his current position since January, 2003, is currently a member of the Executive Committee of the Beacon Council, a member of the Board of Directors of Camillus House (providing solution for Miami's homeless), National Vice President of the Board of Directors of the Muscular Dystrophy Association, a member of the Citizens Advisory Board of the University of Miami and a Board Member of the local branch of the American Diabetes Association. Ms. Rubio, who has been representing WFOR-TV in the community for more than 15 years, is the founder and Vice President of the Neighbors 4 Neighbors Board of Directors, and currently serves as a member of the Board of Directors of Education Fund of Miami-Dade, Board of Governor's of the Suncoast Chapter of the National Academy of Television Arts and Sciences, American Red Cross of Greater Miami Communications Committee, Television Broadcasting Advisory Committee of the Miami-Dade Public Schools and Greater Miami Chamber of Commerce. She has been a Judge for the Miami Herald's Silver Knights award for outstanding high school seniors for more than 15 years. During her community relations career at WFOR-TV, Ms. Rubio has been involved with various community organizations, including: Take Stock In Children; United Way of Dade County; Hands on Miami; Keep Me Safe Foundation; and the Metro-Dade Mayor's Task Force on Youth Violence Prevention. Her numerous awards for community service include the Miami-Dade NAACP "Political Action Award"(1992) the Metro-Dade Community Action Agency "Sargent Shriver Award for Exemplary Community Service," (1993) and the J.C. Penney Golden Rule Award "Volunteer of the Year" (1995), the "Crime Watch Media Award" (2000) by the Citizens Crime Watch of Dade County, the Broward County Fair's "First Lady of Broward" (2001), "Woman of the Year in Television" by the Association of Women in Communications (2002), the American Red Cross of Greater Miami Communication & Marketing Award (2003), and the South Florida Business Women Awards presented by the City of Hope (2004.)

Creating or Selecting Programming: (continued)

To further provide public access, the stations' news broadcasts are taken out into the community by broadcasting live onsite in various communities throughout South Florida. In the week preceding the remote broadcast, news broadcasts will include stories that spotlight different aspects of the community where the live broadcast is taking place. In addition, the station works with its newspaper partner, the Miami Herald, to sponsor and televise town hall meeting-style forums that focus on specific issues pertinent to the community. In 2003, **WFOR-TV** presented a forum on education. This month, the station will sponsor a debate between Florida's Republican and Democratic candidates for the U.S. Senate.

WFOR-TV is a media sponsor for a number of major annual events that take place throughout South Florida. The station does specials for and/or broadcasts live from the Walt Disney Magical Gatherings holiday event in downtown Miami, the McDonalds Air & Sea Show on Fort Lauderdale Beach and the annual Auto Show on Miami Beach.

WBFS also broadcasts two major telethons -- the Jerry Lewis MDA Labor Day telethon (preempting one hour of network programming), and the telethon on behalf of the United Negro College Fund. In 2005, the Station will also serve as host of the Children's Miracle Network Telethon for the benefit of Miami Children's Hospital.

WFOR-TV and **WBFS** have a partnership with the Miami Dolphins that allows them to broadcast 3 to 4 pre-season games. In addition, the station broadcasts a number of sports specials and regularly scheduled sports segments that focus on local teams. In the past year, sports programming has preempted 20.5 hours of network programming on WFOR and 29.5 hours of network programming on WBFS.

During South Florida's hurricane season - June 1 through November 30 -- both stations also broadcast two hurricane specials that provide critical information on hurricane safety and preparedness.

Emergency Programming:

WFOR-TV and **WBFS** frequently air live and on-the-scene coverage of emergencies, weather, traffic and other similar events. Most recently the two stations simulcast full "wall-to-wall" coverage of the four recent hurricanes that affected our community. It included up to date information about area closures, evacuation orders, and live reports from the local and state governments and on-the-scene reporting of how the storm affected the local area. The WFOR team of meteorologists, headed by Director of Meteorology Bryan Norcross kept viewers apprised of the projected track of each of these storms while the stations' team of reporters were dispatched to all areas affected by the storm and areas where landfall was expected in order to provide valuable information on the effects the storm had caused as it made its way towards Florida and what preparations were being taken as these hurricanes approached. The stations also provided round-the-clock phone banks that dispensed the latest up-to-date emergency information to concerned viewers. This hurricane coverage preempted a total of 99.5 hours of network programming on WFOR, and 8 hours of network programming on WBFS.

The stations own some of the most technically advanced weather reporting equipment in the area, including Real Time Radar which allows our meteorologists to pinpoint exact areas of weather disturbance as it happens, and Wind Force 4 which measures the velocity and strength of storm force winds. The equipment is used to give viewers street-by-street detail of storms and how strong they will be.

Our station participates in both the AMBER and EAS programs, reporting the information within minutes of receiving reports.

Political Programming:

The station's Sunday public affairs program ***4 Sunday Morning*** (airing on both **WFOR-TV** and **WBFS**) presented a series of profiles on each of the candidates for Miami-Dade County mayor. Political issues and candidates are frequently featured as part of the stations' public affairs programming. Both sides of the issues are examined and guests are included that represent each perspective. For example, a recent edition of *4 Sunday Morning* was devoted to the presidential debates, with representatives of the Democratic and Republican parties offering their perspectives. Viewers are encouraged to respond via email or by writing in and sharing their opinions. Both stations cover local campaign and convention events on our local news broadcasts, with up-to-date coverage and live reports detailing the day's events and the reaction of the community. **WFOR-TV** reporters were live on-site at both the Democratic and Republic national conventions to bring viewers complete coverage from a South Florida perspective.

WFOR-TV is airing all the presidential debates in their entirety. In addition, **WFOR-TV** is joining with the Miami Herald to sponsor a debate between the Democratic and Republican candidates for U.S. Senate on October 21 and the Miami-Dade County Mayoral Debate on October 15. Also, the Station is providing a moderator for the debate for the Miami-Dade School Board elections organized by our partners at the Miami Herald and WLRN Public Radio on October 19.

WFOR-TV has also aired a number of special reports in its news broadcasts about issues pertinent to this year's elections. Reporter Michele Gillen did a special investigation on Florida's new election machines. Regular reports on balloting controversies have aired on CBS4 news broadcasts. In addition, the station planned a series of phone banks to help increase voter awareness and registration - unfortunately this plan was preempted by the recent series of hurricanes. Both Stations have, however, aired public service announcements encouraging viewers to register to vote. In fact, **WBFS** is participating in a national campaign to increase voter registration and participation with a series of PSA's featuring the stars of our primetime programming. The stations' respective websites will be used to

report the local standings of each candidate on voting day. In addition, news pertaining to local and national elections is posted on the stations' websites home pages.

Civic, Cultural and Other Community-Responsive Programming:

WBFS is the official television station for INSIDE THE ORANGE BOWL YOUTH FOOTBALL LEAGUE, a station-produced program that is broadcast each Sunday beginning the first weekend in September. "Inside" includes a weekly look at top games; Park of the Week ceremonies; cheerleading and football tips; features on educators, students, and administrators during the Teach Them All Day segment; and features on the players, coaches, parks, and parents of the OBYFL.

WBFS airs two one-hour specials that feature highlights of the Miami Herald Silver Knight Awards ceremonies that honor excellence among high school students in Miami-Dade and Broward Counties.

For several years, the stations' local news broadcasts have been taken out into various communities throughout South Florida. In the week preceding the remote broadcast, news broadcasts will include stories that spotlight different aspects of the community where the live broadcast is taking place. In addition, the station works with its newspaper partner, the Miami Herald, to sponsor and televise town hall meeting-style forums that focus on specific issues pertinent to the community. In 2003, **WFOR-TV** presented a forum on education in partnership with the Miami Herald and the Education Fund. This month, the station will sponsor a debate between Florida's Republican and Democratic candidates for the U.S. Senate in cooperation with Florida International University.

The stations also have three representatives on the Suncoast Chapter of the National Academy for Television Arts & Sciences (NATAS) Board of Governors. These staff members perform a number of volunteer activities for NATAS on behalf of the stations. Additionally, the stations have donated funds for NATAS scholarship funds for students interested in television broadcasting careers.

As responsible members of the local community, many station news personalities and managers serve on board of directors of or as volunteers with numerous community and educational organizations. While much of this work is done during personal hours, the stations strongly support their efforts with both in-kind and cash donations to these organizations. Also, the stations regularly purchase tables and program advertisements in support of fundraising events for various local charities.

Civic, Cultural and Other Community-Responsive Programming: (local)

WFOR-TV is a media sponsor for a number of major annual events that take place throughout South Florida. The station does specials and/or broadcasts live from the Walt Disney Magical Gatherings holiday event in downtown Miami, the McDonalds Air & Sea Show on Fort Lauderdale Beach and the annual Auto Show on Miami Beach. Both **WFOR-TV** and **WBFS** are sponsors of the Miami-Dade County Fair and Exposition. The stations have their "trailer" onsite at the fair and station on-air talent are onsite to greet the public, sign autographs, hand out giveaway items and introduce live performances. Additionally, CBS4 News had live news broadcasts from the fairgrounds in 2002 and 2004.

WFOR-TV frequently airs special reports highlighting special health and consumer issues pertinent to the local community. Investigative reporter Michele Gillen provided a special report of local trafficking in human slavery. Reporter Laurie Stein produced a five part series about her experience with breast cancer. Consumer reporter Al Sunshine airs regular reports on recalls, consumer scams, hazardous food items on local menus and gasoline prices at the pumps. Health reporter Dr. Sean Kenniff provides daily medical reports. Both Sunshine and Kenniff augment their on-air reports with weekly Q&A columns in the Miami Herald in addition to a consumer column Sunshine contributes to Miami-Dade's Community Newspapers.

WFOR-TV airs approximately 90 public service announcements weekly while **WBFS** provides 140 PSA avails per week. **WBFS** carried the MDA telethon on Labor Day 2003 and planned to do so again this year until it was preempted by hurricane coverage. An MDA special will be aired later this year instead. Also **WBFS** carried the United Negro College Fund Telethon on January 4, 2003 and plans to do so this year. As earlier stated, the Station has also committed to be the broadcast sponsor of the Children's Miracle Network in 2005.

Station Participation in Community Activities:

WFOR-TV is considered a leader in the nation for a community initiative created in the aftermath of Hurricane Andrew in 1992 that evolved into **Neighbors 4 Neighbors**, a non-profit organization housed at the station operating a 12-hour phone bank. For the past 12 years, **Neighbors 4 Neighbors** has been connecting people who need help with people who can give help. The station airs a series of public service announcements during its daily news broadcasts promoting the various services and projects of **Neighbors 4 Neighbors**. These spots air in the morning, news, 5:30 weekday and all the morning and early PM news on the weekends. Since July 2003 that helping hand is being extended to viewers of

Station Participation in Community Activities: (continued)

WBFS. During the UPN 33 News at 10 PM, there are reports from the Neighborhood Hotline. Working in partnership with CBS4 News, Neighbors also organizes a number of campaigns dealing with the issues that dominate local headlines, such as: poverty, homelessness, child and domestic abuse, gun violence, health, personal finances, and consumer fraud. Neighbors' also allows the station to assist countless families in crisis. As their stories were profiled on CBS4 News, viewers are encouraged to call the Neighbors phone bank and reach out to help. To date the organization's phone bank has logged more than 3.5 million calls from viewers in need of help or wanting to help and raised more than \$7 million in donations of funds, goods and services which have gone directly to individuals in need. For its many accomplishments through Neighbors 4 Neighbors, WFOR-TV was awarded the first *"Service to America Television Award"* by the National Association of Broadcasters in 1999.

For several years, WFOR-TV has been the television sponsor of the following community projects.

- **National Mentoring Month-** A multi-media campaign to solicit mentors for local youth programs in partnership with Big Brothers/Big Sisters and Volunteer Broward. The station provides public service announcements and live phone banks throughout the month;
- **Tax Tips Phone Banks-** From mid-March through April 15, WFOR-TV and Neighbors 4 Neighbors host a weekly phone bank with representatives of the Internal Revenue Service and other tax experts. These phone banks are promoted during a 90-minute afternoon news block and viewers are encouraged to call with specific tax questions and concerns.
- **Kids 4 Kids Fill-A-Back- Pack-** a project to collect backpacks and school supplies for 6,000 needy children throughout Miami-Dade, Broward and Palm Beach counties;
- **"Learn to Swim" Campaign** - in partnership with Miami Heat MBA Team and American Red Cross to encourage children to learn to swim during the summer. CBS4 airs PSA's and stages a phone bank with representatives of the swimming programs;
- **Summer Reading Program-** a two-month campaign organized by the Miami-Dade and Broward Public Libraries to encourage students to visit their local libraries and read during the summer recess. The campaign normally involves more than 100,000 students in the grades K through 12th and offers incentives to those who read. This year, in partnership with the Miami Dolphins and the joint "Readers are Leaders" project, WFOR-TV helped distributed more than 20,000 tickets for Miami Dolphins pre-season games to participants of the Summer Reading Program;

Station Participation in Community Activities: (continued)

- Hands on Miami Day- a community service event encouraging South Florida residents to volunteer for one day and help paint and repair community centers, parks and public schools;
- Neighbors 4 Neighbors Adopt-A-Family- This is a campaign organized by WFOR-TV's Neighbors 4 Neighbors program designed to encourage individuals and business to adopt needy families during the holiday season. This campaign, now entering its 12th year, has serves annually thousands of low-income residents referred to the program by hundreds of community organizations throughout the market.

WFOR-TV is a major media sponsors for a number of local festivals among them Carnaval Miami, the Miami-Dade County Fair, the 4th of July Celebration at Bayfront Park, and Zo's Summer Grove, Miami's New Year's Eve Celebration, and fundraising walks such at the Walk Far For NAAR for the National Alliance Autism Research, the Heart Walk for American Heart Association, the Memory Walk Alzheimer Association and the Hope Walk for the City of Hope. The stations have an onsite presence at these events and station on-air talent frequently emcee and participate in fundraisers and events benefiting local charities and not-for-profit organizations.

WBFS sponsors many events including the Challenge Air Fly Day (a special day of flying for children with disabilities), The Susan G. Komen Race for the Cure (breast cancer walk), Zo's Summer Groove (benefits Alonzo Mourning Charities, Florida Children's Society,) and the Bob Marley Festival (benefit for HIV food bank, Food for Life) All these campaigns are supported by that station with an on air public service campaign that promotes the event as well as our attendance at the event.

Both **WFOR-TV** and **WBFS** air community calendars that promote various community events, such as health screenings, events for children and families, fundraisers and more. These calendars run on air daily. In addition, station-sponsored events, such as the walks, are posted on our stations' websites.

On of the most valuable educational project of 2004 is the **Parent Resource Guide**, co-sponsored by **WFOR-TV**. The guide is published by the Education Fund of Miami-Dade County and distributed locally by the Miami Herald and Washington Mutual Bank to more than $\frac{1}{2}$ million households. The publication serves as a one-stop source of information for parents of students in the public school system grades K through 12th. The station has made a commitment to partner on this project once again with the Education Fund. The stations also partner with the Miami Herald as the television sponsors of the Silver Knights Awards honoring excellence and achievement among local high school students in Miami-Dade and

Station Participation in Community Activities: (continued)

Broward counties, the Herald Spelling Bee contest for elementary school students and the Burdines Teacher of the Year award honoring outstanding local teachers. The stations produce and broadcast public service announcements for these programs and provide News personalities to participate in the ceremonies. Also, news personalities and station management personnel attend various events at the many public schools, colleges and universities in the market.

WFOR-TV and **WBFS** also offer station tours for students studying broadcasting. In addition, the stations endeavor to send representatives to schools in response to career day requests. Whenever possible, we also try to accommodate questions from students who have projects or homework assignments that require interviews or discussions with broadcast professionals.

WFOR-TV, through its parent company Viacom, also employs an intern who is the recipient of an Emma L. Bowen Foundation scholarship for outstanding scholastic achievement. This individual receives a paid internship at the station for five years. The station has also donated for the past 15 years an annual scholarship for minority students at Florida International University School of Communications. Some of the scholarship recipients have become permanent employees of the Station. Also, the stations maintain an active internship programs for students in the Communications field through its various departments.

Music:

WFOR-TV and **WBFS** employ two entertainment reporters - Jade Alexander and Lisa Petrillo. In addition, WBFS' new morning news broadcast features an entertainment and lifestyle reporter, Angela Rae. All three include local artists, theater, designers and musicians in their entertainment reports. In addition, **WFOR-TV** provides extensive coverage of the Latin Grammy Awards with on-site reporting. Both stations also provided extensive coverage of the MTV Awards when they were broadcast live from Miami.

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WTVX-TV

West Palm Beach, FL

Localism Initiatives

WTVX Channel 34 serves the West Palm Beach market, from Boca Raton to Ft. Pierce & Belle Glade to Palm Beach. TVX34 is committed to serving the community through its sponsorship of and participation in local events, aggressive marketing partnerships, and the scheduling of public service announcements. TVX34 provides critical weather and other emergency information to its viewers.

Station Participation in Community Activities:

WTVX has recently become a media sponsor for a number of major annual events in the West Palm Beach market. Media partnerships require an on-air investment from the Station (minimum \$15,000) promoting the event. While the station gets the invaluable opportunity to reach out to viewers, successful community events strongly benefit the local economy.

- South Florida Fair - a 3-week event with attendance of nearly 700,000; proceeds from the Fair are distributed to the youth of the community via scholarship and 4-H premium awards, compensation to choruses and bands performing at the Fair, and contributions to Palm Beach County Schools.
- St. Lucie County Fair - a 2-week event serving residents of St. Lucie, Martin, Indian River and Okeechobee counties; dedicated to promoting the agricultural, horticultural, industrial, creative arts, and sciences and educational opportunities while providing quality entertainment for the people of the Treasure Coast.
- SunFest - Florida's largest music, art and waterfront festival attracting over 300,000 people; it promotes cultural, artistic and educational activities in a fun, festival environment.
- 4th on Flagler - the region's biggest Independence Day celebration benefiting the City of West Palm Beach.

The station has its "booth" onsite at these various events. Station employees are on hand to greet the public, hand out giveaway items, and engage the public in various fun & interactive activities.

TVX34 airs community calendars that promote various community events, such as health screenings, events for children and families, fundraisers and more. These calendars run on-air daily. In addition, station-sponsored events are posted on the TVX34 website.

EMERGENCY LOCAL PROGRAMMING:

In an emergency (notably severe weather), TVX34 is able to keep viewers informed via weather updates, weather crawls, and "wall-to-wall" coverage, as needed. Most recently, TVX34 simulcast WFOR-TV's signal (our Viacom sister station in Miami) as Hurricanes Frances and Jeanne approached the West Palm Beach DMA. In fact, during both storms, TVX34 was on the air providing invaluable information on how to prepare BEFORE the other West Palm Beach stations! The coverage included up-to-date information about area closures, evacuation orders, and live reports from the local and state governments, as well as on-the-scene reporting from the storm affected areas. The team of meteorologists, headed by Director of Meteorology Bryan Norcross kept viewers apprised of the projected track of each of these storms, allowing residents in the expected path to prepare. The station also provided round-the-clock phone banks that dispensed the latest emergency information to concerned viewers.

Severe Weather Coverage, September 2004

Regular programming was preempted for hurricane coverage:

- Wednesday, September 1st, 10:35PM – Sunday, September 5th, 7PM; "Wall to Wall" coverage, Hurricane Frances
- Friday, September 24th, 8:00AM – 11AM; Hurricane Jeanne approaches
- Saturday, September 25th, 9:52AM – Sunday, September 26th, 12 Noon; "Wall to Wall" Hurricane Jeanne coverage

Disaster Relief

TVX34 partnered with Neighbors 4 Neighbors (a non-profit organization created by WFOR-TV in Miami) Farm Share and West Palm Beach Infinity radio stations to provide post-hurricane outreach in the area hardest hit. On Saturday, October 9, hundreds of "family boxes" including food, hygiene and baby items were distributed on the Treasure Coast to families most in need.

Local Public Affairs:

WTVX airs a weekly half hour locally produced public affairs show called ***Focus On South Florida***. It has an interview-style format featuring local experts discussing health and economic issues that affect our community.

Creating or Selecting Programming:

With its sister stations in Miami (WFOR & WBFS), the management of **WTVX** has an open-door policy to all community organizations. Michael Colleran, President/General Manager and Nelly Rubio, Director of Community Relations regularly meet with staff and directors of various non-profit organizations. Both individuals are highly involved in the community and participate regularly on the boards and committees of various organizations. Mr. Colleran, in spite of the fact that he's only been in his current position since January, 2003, is currently a member of the Executive Committee of the Beacon Council, a member of the Board of Directors of Camillus House (providing solution for Miami's homeless), National Vice President of the Board of Directors of the Muscular Dystrophy Association, a member of the Citizens Advisory Board of the University of Miami and a Board Member of the local branch of the American Diabetes Association. Ms. Rubio, who has been in representing WFOR-TV in the community for more than 15 years, is the founder and Vice President of the Neighbors 4 Neighbors Board of Directors, and currently serves as a member of the Board of Directors of Education Fund of Miami-Dade, Board of Governor's of the Suncoast Chapter of the National Academy of Television Arts and Sciences, American Red Cross of Greater Miami Communications Committee, Television Broadcasting Advisory Committee of the Miami-Dade Public Schools and Greater Miami Chamber of Commerce. She has been a Judge for the Miami Herald's Silver Knights award for outstanding high school seniors for more than 15 years. During her community relations career at WFOR-TV, Ms. Rubio has been involved with various community organizations, including: Take Stock In Children; United Way of Dade County; Hands on Miami; Keep Me Safe Foundation; and the Metro-Dade Mayor's Task Force on Youth Violence Prevention. For her efforts, Ms. Rubio Her numerous awards for community service include the Miami-Dade NAACP "Political Action Award"(1992) the Metro-Dade Community Action Agency "Sargent Shriver Award for Exemplary Community Service," (1993) and the J.C. Penney Golden Rule Award "Volunteer of the Year" (1995), the "Crime Watch Media Award" (2000) by the Citizens Crime Watch of Dade County, the Broward County Fair's "First Lady of Broward" (2001), "Woman of the Year in Television" by the Association of Women in Communications (2002), the American Red Cross of Greater Miami Communication & Marketing Award (2003), and the South Florida Business Women Awards presented by the City of Hope (2004.)

Political Programming & Initiatives:

Starting in June 2004, **TVX34** teamed up with local partners in an effort to increase local voter registration and voting in the 2004 election. The on-air campaign (station investment approximately \$15,000) utilized recognizable network talent to encourage younger voters to go to the polls. The campaign ran from June 1st to October 31st.

On the TVX34 web site, there's a link to WFOR-TV's election page for web users seeking the most updated information about the election, as well as information specific to South Florida.

Make it Count, a political program produced by CBS News for UPN affiliates is airing on TVX34 leading up to the 2004 election. The new program will offer viewers a spirited and fresh mix of reporting on Campaign '04 to help illuminate and explain the latest news and most pressing issues. ***Make it Count*** will tap the resources of CBS News and Viacom-owned stations around the country with reports from the campaign trail, the candidates' camps and the cities and towns where voters are making up their minds. It also includes reports from CBS News producers/reporters who have been traveling with the candidates for almost a year. In addition, exclusive polls designed for UPN viewers from the CBS News Election Survey Unit and interviews with key campaign operatives and observers are included in the program's mix.

Civic, Cultural and Other Community-Responsive Programming:

WTVX-TV airs approximately 140 Public Service Announcements per week.

- **WTVX** carried the MDA telethon on Labor Day 2004 from 11AM-7PM. TVX34 also carried the United Negro College Fund Telethon on January 10, 2004.
- In February, TVX34 promotes Black History Month using an on-air vignette campaign valued at approximately \$10,000.
- In October, TVX34 entered into a partnership with Wendy's promoting awareness of its Adoption program.
- In November, TVX34 sponsors a Toys for Tots Toy Drive benefiting local children in need.
- On a year-round basis, TVX34 supports the Palm Beach Literacy Coalition, an agency dedicated to eradicating illiteracy in Palm Beach County.

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LOCAL NEWS

Station's investment in local news:

WCCO TV broadcasts 24 $\frac{1}{2}$ hours of local news per week, plus an additional 2 $\frac{1}{2}$ hours of news replay. This includes the traditional newscast at 5 p.m., 6 p.m. and 10 p.m., (Monday through Friday), the morning newscast from 5 a.m. to 7 a.m. and noon newscast (Monday through Friday), plus the weekend morning newscasts from 10 a.m. to 11 a.m. both Saturday and Sunday. Essentially this means that 14.6% of our *total weekly* schedule is devoted to local news or 16.6% of our *daily weekday* schedule is devoted to local news.

The WCCO TV news department commits itself daily to providing television viewers with a strong cross-section of news that impacts people's lives, gives our viewers the opportunity to think about issues and offers a diverse approach to covering the television market. Beyond serving the viewer through our local, daily coverage of news, we are continually developing specialized content in our newscasts:

Reality Check - We have committed a reporter to cover the political beat in a weekly segment that airs in the 10 p.m. newscast and also during our Noon newscast. Through creative story telling, our weekly segment examines timely issues facing our local viewers, questions the facts and boldly reports when statements declared by officials are true, false and/or are misleading, therefore allowing the viewer to see behind the rhetoric. **Reality Check** has provided WCCO TV a forum to report on hot button issues related to the 2004 Presidential campaign including: negative advertising, candidate profiles, focusing attention on the state legislative session, taking a hard look at how lawmakers passed limited legislation during this years session and the issue of gay marriage. We also took time to examine spending issues related to a new transportation system, Light Rail Transit. We've examined the impact of cities across the state implementing no smoking ordinances. Our commitment to covering politics includes having local presence at both Republican and Democratic National conventions.

Education - We have committed an education reporter to ensure that we remain closely tied to the local institutions, students and families of our communities.

Consumer issues - We have committed a **Consumer reporter** working as a watchdog for companies and consumers. Our nationally recognized report on lead based gumball machine toy rings, which spurred a nationwide consumer alert from the Consumer Product Safety Commission, resulted in one of the nations largest recalls proving once again our commitment to keep the public informed.

Medical/Health - We have committed a medical team covering stories that will benefit the health and fitness of our viewers; being on top of the latest fad diet trends like the South Beach diet, new drug therapies and life saving medical devices. Local companies like Medtronic and health organizations such as the University of MN and the world-renowned Rochester's Mayo Clinic are steps made to bring the latest in the advancements in medical treatments and breakthroughs. We also committed to covering the **environment**, our **local law enforcement** and **court systems** as well as **local theatre** and **arts events**. We have committed an anchor to cover the local and national theatre, arts and film scenes.

4 Stories - We have also made strides in connecting with those individuals who have come from extreme odds to continue to tell their stories in a weekly story called **4 Stories**. Sitting down with those individuals who have come from what might seem to be insurmountable odds to once again show our viewers the strength of the human spirit.

As a part of our local news commitment we partner statewide and in the community to bring home our community sponsorships and assure that our campaigns live in our newscasts. We partner with organization in the community doing everything from collecting food and clothing to cash donations to raising funds for non-profits to raising awareness of local agencies. In doing so, we call attention to problems facing our community while being a part of the solution.

Examples of how our Web site enhances local news coverage:

In an effort to provide breaking and continuous news coverage WCCO-TV has established WCCO.COM. With two full-time Web editors and an Internet Manager WCCO.COM posts the latest news immediately to the Internet from 6A.M. through 8P.M. Monday through Friday and 8A.M. through 5P.M. Saturday and Sunday. WCCO.COM will be increasing real-time news coverage from 6A.M. through 11:30P.M., seven days a week before the end of 2004.



WCCO.COM's local news coverage is a mix of posted state and local wire content, original articles, as well as posting video segments from our newscasts with written stories.

With limited news broadcast time available WCCO-TV utilizes a section of WCCO.COM to provide viewers additional information to specific stories covered in daily newscasts. In the "Links & Numbers" section of WCCO.COM viewers are able to obtain additional information on a story as well as research additional resources.

No regularly scheduled editorials air at this time.

LOCAL PUBLIC AFFAIRS:

We have several regularly scheduled segments every day throughout each newscast dedicated to local public affairs:

REALITY CHECK - This weekly segment airs Wednesdays at 10P and Thursdays at 12N and is dedicated to covering political and governmental issues.

AM Newscasts - Local and National news along with AM Traffic Reports
WCCO TV AM books guests regularly on our Monday thru Friday broadcasts. We have featured local lawmakers and school officials including the local school superintendents, mayors and the state governor. We often feature local musical groups such as the MN Orchestra and smaller contemporary groups featuring a cappella groups.

Noon Newscast - Local and National news

Featured weekly segments assisting county humane societies that work with placing animals in good homes.

5pm News - Local and National news

Featured garden segments during the spring/summer-planting season from our roof top garden.

6pm News - Local news

Featured garden segments during the spring/summer-planting season from our roof top garden.

10pm, News - Local and National news

Featured special projects segments that are long-format pieces covering a variety of issues and topics.

Weekend AM

Our weekend AM news programs have the opportunity to examine a number of issues facing our community and taking a more in-depth approach to speaking with news makers. This past year we covered the Metro Transit Bus strike, a month-long strike bringing the metropolitans main public transportation system to a halt. Each week we set down with both sides to talk about the issues until a resolution had been made.

Saturday News - 5pm and 10pm
Local/National

Sunday News - 5:30pm and 10pm
Local/National

CREATING OR SELECTING PROGRAMMING

WCCO TV has had a strong commitment in working with community leaders and activists to improve the way we cover news in this market. We have worked with our local police agencies and have met with department heads such as the Minneapolis Chief of Police, William McManus and Minneapolis Mayor R.T. Rybak to build bridges and discuss issues in access and the understanding of one another's goal and commitments. We also host quarterly **Leadership Luncheons** with key individuals in our community from the Chief of Police to the Mayor to Congressmen. We ascertain their needs as well as listen to what they feel are the issues facing this community.

As a part of our on-going community relationship we understand that our viewers are often the best link to better stories. Our viewers routinely email us ideas and their comments about coverage. Along with feedback from our website, we accept, document and respond to viewer comments/suggestions through our switchboard. We conduct viewer polls on our web about community topics.

We accept and review all submitted material, tapes and pitches for programming to air locally. We meet periodically with local and area producers on new projects featuring Minnesota and Wisconsin and other content of local interest. We also regularly review viewer email comments, programming suggestions and complaints. Programming is determined by time period availability, profitability, content which fits our program lineup and audience needs, and an ability to generate a significant audience base in order to serve our marketplace. WCCO has maintained a number of local programming time periods above and beyond news on our schedule, including:

Rosens Sports Sunday—a locally produced sports wrap-up show featuring guests from college and professional sports teams from the Twin Cities

OUT 'N ABOUT - a show about interesting people and sites around Minnesota and Wisconsin. From time to time we have added in new and interesting programs about our local area including **NORTH SHORE STORIES** - a travelogue which aired for 2 years in 2002 & 2003 featuring sites of the North Shore of Minnesota. This fall we will add **THE SNOW SHOW**, a locally produced program featuring ski hills and ski events around Minnesota.

Preemptions:

We continue to pre-empt network programming when it is appropriate. Recent examples are:

BIG 10 Football—Preempts Network Sports

10/26/00—WCCO 2000 Senate Debate 7-8P preempted network Prime
10/25/02—WCCO News Coverage Wellstone Death 12:31-3P, 6:30-7P
10/29/02—WCCO Coverage of Wellstone Memorial 6:30-10PM
11/5/02—WCCO News Election Coverage: 7PM-3AM
11/2/03—Coach John Gagliardi from St. Johns special on Winningest coach
3/6/04—WCCO MN Gopher Sports Special 10:35-11:05PM Saturday
4/17/04—WCCO Severe Weather Special 10:35-11:05PM Saturday
6/27/05—KCCO/KCCW only preempted 11:07PM-1:37AM for VIKINGLAND BAND
FESTIVAL—locally produced parade featuring area marching bands
9/11/04—WCCO A FAIR TO REMEMBER 10:35-11:05PM Saturday
9/18/04—Connecting 4 Kids Special 10-10:30 Sessional Debates 10:35-11:35PM
Saturday
10/23/04—Connecting 4 Kids Special 10-10:30AM
10/24/04—WCCO Sports Vikings Postgame Special 3:30-4:30PM
11/26/04—TCF Holidazzle Parade Live Broadcast 6-7PM
12/4/04—Connecting 4 Kids Special 10-10:30AM

EMERGENCY PROGRAMMING:

WCCO TV prides itself as a news leader and being at the scene to break-in when news and information merits. In the case of Audrey Seiler, a missing Minnesota college student attending the University of Wisconsin, Madison, we brought the story live as her whereabouts were discovered. We captured the moments when she was united with her family and then followed through when her disappearance proved to be more planned than criminal.

In a dynamic weather environment, current weather conditions and information is always at the forefront of the station weather department. We remain on the air live throughout both summer and winter storms providing our viewers with the most accurate minute-by-minute reports on storm activity. We actively run crawls alerting our viewers to potentially dangerous weather systems year round.

WCCO TV has a dedicated room with 12 active phones to use as a phone bank. As it relates to emergency programming, we can activate this phone bank with professionals that can give viewer information and feedback. We also run traffic reports throughout our morning newscasts.

The following are examples of emergency-related programming we have aired most recently:

12/2/03 WCCO News Special 11:01-11:10A—Press Conference Grand Forks
Sjoden Suspect
12/9/03 WCCO News Special 3-3:15P
3/31/04 WCCO News Special 1:52-1:59P and 2:07-2:19P and 2:26-3PM
4/1/04 WCCO News Special 4:41-4:45P
4/2/04 WCCO News Special 10:38-10:45AM Disappearance of Audrey Seiler
Madison College Student 12:47-1:04P
4/13/04 WCCO News Special 8:55-9:10A
4/18/04 WCCO Severe Weather Cutin 6:04-8:34AM
4/26/04 WCCO News Special: Presidential Visit 8:55-10:22A, 12:43-12:55PM
5/9/04 WCCO Severe Weather Cutin 3:35-3:38PM and 3:51-6:04PM (Maple
Grove Tornadoes)
5/16/04 WCCO News Special Rpt 2:03-2:09P
6/30/04 WCCO Severe Weather Cutin 3:38-3:39P and 3:45-3:47P and 4:45P-
4:46P

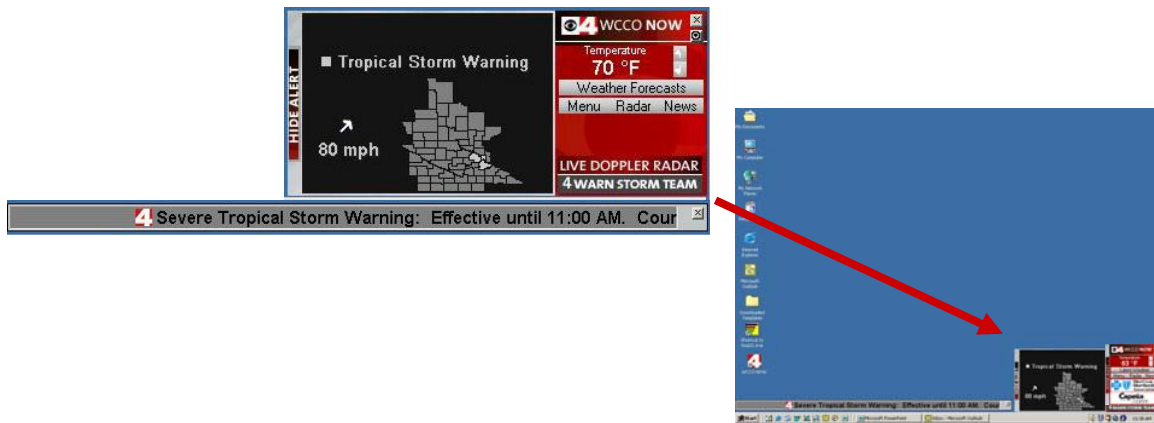
WCCO TV's investment in ENG or weather forecasting equipment

WCCO-TV has 5 "live trucks" capable of transmitting live signals on both 2ghz and 7ghz frequencies. 2 of the 5 Trucks are also capable of digital uplinking. Additionally WCCO-TV has spent nearly \$750,000 in upgrades to our helicopter. Mechanical systems were upgraded and the microwave and cameras systems were also upgraded to the latest technology available.

WCCO-TV has invested over \$1,000,000 in weather forecasting technology over the past 3 years. From state -of-the-art Doppler radar to the most sophisticated weather forecasting software commercially available.

Participation in AMBER of EAS

WCCO TV utilizes WCCO.COM and our Internet Based Desktop Application (WCCO NOW) to enhance all alert system announcements. WCCO.COM utilizes a breaking news "crawl" across the top of our homepage for breaking AMBER and EAS alerts. With WCCO NOW viewers are able to be alerted of breaking AMBER and EAS alerts while logged onto the Internet.



We also air the Amber Alert Public Service Announcement on a regular schedule year-long.

POLITICAL PROGRAMMING:

Debates

WCCO TV continues to provide our community with programming as it relates to the political arena. For example, in the month of October, we will air the following four debates:

- 10/16/04 WCCO Congressional Debates District 3 Ramstad/Watts
- 10/16/04 WCCO Congressional Debates District 4 McCullum/Bataglia
- 10/23/04 WCCO Congressional Debates District 5 Sabo/Mathias
- 10/23/04 WCCO Congressional Debates District 2 Kline/Daly

We would have offered a fifth debate, however, Wetterling/Kennedy have declined our offer to produce their debates.

Candidate air time:

WCCO-TV spearheads political coverage with a committed beat reporter. We house our political reporter at the state capitol providing us immediate access to developing stories. Minnesota's state capital located in St. Paul provides the political backdrop for our coverage.

WCCO-TV's political reporter achieves balance through creative story telling in our weekly installment of **Reality Check**, examining timely issues facing our local viewers, questioning the facts and boldly reporting when statements declared by officials are true, false and/or misleading, therefore allowing the viewer go behind the rhetoric. **Reality Check** has provided a WCCO TV a forum to report on hot

button issues related to the 2004 Presidential campaign including: negative advertising, candidate profiles, focusing attention on the state legislative session, taking a hard look at how lawmakers passed limited legislation during this years session and the issue of gay marriage and a push for a statewide constitutional ban.

We also took time to examine spending issues related to a new transportation system with Light Rail Transit. We've examined the impacts of cities across the state implementing no smoking ordinances. We have also hit hard the concerns over terrorism and how the state of MN has been impacted by the potential threats. We have worked hard at focusing on budget cut backs and how local and state agencies have been forced into prioritizing their needs.

Our commitment to covering politics includes having a local presence at both Republican and Democratic National conventions by positioning our political reporter there to cover the conventions daily.

We have also secured two local analysts in providing us closer examinations on the issues and connecting our local viewers to national issues.

WCCO TV produced a spot this year that encourages Minnesotans to know the issues and place their votes. This:30 spot has been running since the Democratic Convention and will run through 11/04. We also provide voter registration links on our web site.

Examples of how our Web site is used to enhance political coverage

WCCO.COM has provided coverage of the Presidential race with additional stories from both national party conventions through our in-depth "Campaign 2004" section.

CIVIC, CULTURAL and OTHER COMMUNITY-RESPONSIVE PROGRAMMING:

Describe programming targeted at particular segments of our audience:

OUT 'N ABOUT—1/2 hour weekly featuring local interest stories

CONNECTING 4 KIDS—Issues based $\frac{1}{2}$ hour monthly specials targeted to kids and teens and their parents

NEWS 4 KIDS—a specially-designed 2-minute newsbreak for children which features 3-4 stories from the week's news. These stories are directly aimed at helping children understand current events. Runs Saturdays 6:27AM & 7:27AM

4 STORIES—9/20/04 $\frac{1}{2}$ hour special featuring special people overcoming odds
CBS RELIGIOUS SERIES—religious based programming

KCCO CATHOLIC MASS—weekly mass carried on 7/12 Sundays 10:30-11AM until Sept 04

THE LAST FLAGRAISER—Local $\frac{1}{2}$ hour special airing 2/23/05 at 6:30PM telling the

story of Charles Lindburg, the original flagraiser at Iwo Jima

SAP—WCCO provides network programming available in Spanish language for a number of daytime and primetime programming

DESCRIPTIVE AUDIO—WCCO offers Descriptive audio as well on many primetime programs for the blind

CC—WCCO broadcasts all its news programming in closed captioning for the hearing impaired.

Examples of Coverage of Local Events:

TCF Holidazzle Parade—family oriented holiday parade of lights in downtown Minneapolis. One month of coverage on Holidazzle - production of customized graphics, promos and outdoor experiences.

MN Gopher Sports Specials—quarterly sports specials featuring various sports programs and athletes in the University of Minnesota athletics

Fair Fridays—early news coverage of local county fairs

Summer Roadtrip— three months of coverage on the WCCO TV Summer Road Trip - events included the *Downtown Jazz Festival*, *Tunes at Noon*, *Uptown Art Fair*, *Red Ribbon Ride*, *Aquatennial Block Party*, *Music in the Zoo*, *The Minnesota Orchestra's Zommerfest* and *4 Fair Fridays*; production of customized graphics, web, music and 8 on-air promos.

promotion of entire summer's worth of community events

Red Ribbon Ride - to raise funds for and aware of HIV and AIDS

Rosen Sports Sunday - weekly program focused on football

Twins Opening Day Live from the Dome

Guthrie Groundbreaking - live from groundbreaking ceremony

MN State Fair - aired our news programs live from the State Fair at Noon, 5pm, 6pm, 10pm seven of the 12 days of the fair plus production of customized graphics, web site, music and 20 on-air promos

PSAs aired per week

WCCO TV airs PSA's approximately 30 times per week

WCCO TV has a dedicated Public Service Announcement schedule that allows us to air local and national PSA's daily. In addition, we produce and air local PSA's around

projects and partnerships the station has with local organizations. Examples of this are:

- *Salvation Army's Coats for Kids Drive* - the goal was to collect 10,000 coats. We helped them collect over 16,000 coats. We produce one 30-sec. PSA for this drive that aired all eight days of the campaign in prime morning and daytime areas.
- *Red Ribbon Ride* - to raise funds for nine local agencies and raise awareness on HIV and AIDS. We sent one of our reporters on the 4-day bike ride covering him in every single one of our newscasts for four days. They met their goal. We produced a spot to help get folks signed up to ride and raise awareness of the event that aired the two months prior to the event.
- *Children's Home Society, "Little Red Stocking"* campaign - helped raise funds for children and family services. We produced one 30-sec. PSA for this drive that included all of our anchors. The PSA aired the entire month of December in prime morning and daytime areas.
- *Women's Heart Health campaign* - a station-wide initiative focused on women's heart health. This is a year-long commitment that we produced 10 spots for that air continually all year long.
- *Ronald McDonald House* - on on-air campaign to raise awareness for the House and help raise funds. We produced three spots that aired in prime morning and daytime areas for two months.
- *"Helping Little Heroes"* - a campaign to raise funds for the special needs children at the Children's Hospital. We produced a spot that aired the week before the one-day event that aired in prime morning and daytime areas. The spot raised awareness of the event.
- *"Food 4 Families - a food drive"*. The goal was 8 million pounds of food and/or dollars. We helped them raise 8,343,411 pounds/dollars. We produce one 30-sec. PSA for this drive that aired during the month-long campaign in prime morning and daytime areas, as well as did live shots during our several of our newscast.

Station coverage of important issues affecting the local community:

- Lifeline Health Stories - air daily in our 5p news and nightly in our 10p news
- News 4 Kids on Saturday AM, which is a recap of the weeks news featuring kids, kids topics and kids related issues.
- 4 stories -- each Tuesday during our 5p newscast, one of our main anchors recognizes a person making a difference in the community; most of these stories inform viewers of a cause or issue they do or should care about.
- Disaster Relief for Florida Hurricane - how the local community can help or respond
- Lead Rings, Terri Gruca's consumer report
- Consumer Comparisons, price comparisons
- Service Comparisons

- Managing credit and debt and getting interest rates lowered
- Anti-smoking movement, coverage, Reality Check
- Suicide Awareness
- We have featured notable celebrities in studio to discuss health-related concerns such as Naomi Judd talking about depression and Shelly Fabres talking about Alzheimer's

MUSIC:

WCCO TV offers ample on-air opportunity for local artists. Examples of this are:

- AM and Noon shows: Jim Brickman, Sax Man Walter Chancellor, notable performer with Stevie Wonder and Beyonce
- State Fair - featured acts performing at the concert series at the MN State Fair during our live broadcasts at Noon, 5pm, 6pm, 10pm.
- Hot Summer Jazz Festival - takes place across the street from the television station. We do live shots during our noon and 5 p.m. shows the entire duration of the festival
- Music In Zoo - this event takes place over the three months of the summer. We do live shots from the concerts throughout the summer
- MN Orchestra/Somerfest - takes place across the street from the television station. We do live shots during our noon and 5 p.m. shows the entire duration of the festival
- Bo Deans - We worked with The Bodeans, a local band, to promote the WCCO TV Summer Road Trip. Their music was in each of our eight on-air promos, culminating in our sponsoring the mega-concert they headlined.

We also promote unique music genres by our sponsorship of the Jazz Festival, Alive After Five/Tunes at Noon, the Aquatennial Block Party (country, rock and local sound) and Zommerfest (orchestra).

STATION PARTICIPATON in COMMUNITY ACTIVITY:

Examples of station support of non-profit and charity initiatives.

In addition to all of the examples already mentioned:

- V-Chip Awareness - airing spots produced by CBS. In addition, we will produce and air spots we have produced locally.
- Donation/Auction Items - in an effort to help raise funds for organizations
- Phone banks - examples of the use of the phone bank are: disaster relief & community awareness, free medical advice, free tax help, specialists in disaster preparedness
- Helping Little Heroes - employees out selling copies of special edition & station

Station executives and talent are active on a variety of local boards. Examples include: Children's Home Society, Suicide Awareness Voices of Education, Ronald McDonald House, WAMSO - Orchestra Volunteer Board, Volunteers of America, American Swedish Institute, City of Lakes Chamber, the Minneapolis Downtown Council, Fraser School, Boys and Girls Club, Crisis Nursery, Rotary, National Television Academy - local chapter, Rotary.

Station promotion not tied to a particular event:

- Women's Heart Health Screenings at the State Fair - provided free cholesterol, blood pressure and body mass indexing for three days at the state fair.
- Phone banks during our morning and 5 and 6 p.m. newscasts on a variety of topics and issues.
- Community Calendar - provide a venue on our Web site for local events
- Speaking engagements - this year, to date, our on-air anchors and reporters have participated in 61 community events that support non-profit and charity initiatives in a number of ways, including serving as emcees for fundraisers. Organizations include: YMCA Youth in Government project, the local Boy Scouts of America program, Minnesota FoodShare, National Alliance for Mentally Ill, Lions Club, American Cancer Society, United Hospital Foundation, Children's Hospital Association, Immune Deficiency Foundation, Minnesota Association for Education of Young Children, Mental Health Association of Minnesota, Boys and Girls Club, the Guthrie Theatre, Fairview Hospital Foundation, Children's Theatre Company.

Examples of station involvement in educational initiatives:

- Connecting for Kids - is an instructional interactive campaign with a niche focus on education and pediatric healthcare. Over the next year, WCCO TV is committed to air eight, half-hour specials Saturdays from 10-10:30 a.m. plus air 3 weekly news reports in our morning shows. This is supported by up-to-date program access and streaming video for educators, parents and kids for use in school and at home. Our web site will offer lesson plans and curriculum standards for educators, plus an "on-demand" customized education video library for sale to schools and school districts. We produced two image promos plus twelve topicals yearly.
- WCCO TV has a reporter dedicated to the educational beat. He is the only education reporter in the Twin Cities.
- We have partnered with the Caring Tree for a massive school supply drive for the 2005 school year. The program works with local social service agencies that have lists of specific needs for each child. This program includes children K-12, public and private schools.

- Our anchors and reporters have moderated panels, participated in career days and read-a-thons at local public schools and universities. Our chief meteorologist visited 14 local elementary schools, giving students a presentation on severe weather safety and has been a guest lecturer at the University of Minnesota.

Station coverage of educational-based issues:

WCCO TV is committed to providing our viewers with informative educational reports. The news department has committed news reporter Nelson Garcia in covering the education beat for our news broadcasts. Nelson works a wide range of reports encompassing news and feature. He brings attention to school district budget crunching and seeing the impacts of once tenured teachers now without a job, tackling No Child Left Behind and connecting our viewers to this national strategy to improve student success in the public school system, taking the time to report on nationally recognized teachers here making a difference in students lives. Education provides us the opportunity to explore and connect with students, schools and their families. We also take this opportunity to showcase talented and gifted children highlighting students who have success in music and the theatre.

Give Examples of how your Web site is used to promote community service/involvement.

WCCO.COM promotes all of WCCO-TV's community initiatives both in our main navigation as well as with promotional tiles on the right-side of all of our Web pages linking viewers to more in-depth information regarding the initiative.



WCCO.COM

THIS MORNING
5 TO 7

BILL HUDSON
KAREN LEIGH
BRIAN GOTTER



Homepage
What's On WCCO
Links & Numbers
News
WCCO Video
Special Reports
Weather
Sports
Health
Traffic Reports
Real Estate
Automotive
Community
About Us
Just 4 You
Contact Us
Search Local News

Advanced Search

TONIGHT
ON CBS

Sunday, Oct. 18

All Times ET/PT

7:00 60 Minutes

8:00 Cold Case

9:00 While I Was
Gone

CBS.com

CBSNEWS.com

CBS.com

Download MP3
CBS NEWS

PLAY

CBS Evening News

Coats 4 Kids

[Email This Story](#)
[Print This Story](#)



WCCO-TV and the [Salvation Army](#) are once again proud to sponsor Coats 4 Kids, September 27 - October 6. Please donate new or gently used winter coats and help keep Minnesota's children warm this winter.

Coats can be dropped off at any Pilgrim Cleaners or Salvation Army locations listed below during their regularly scheduled business hours.

Subway will also provide a free Subway coupon to anyone who donates a coat on Monday, September 27 or Friday, October 6 at the WCCO-TV location only.

If you need information about receiving a coat, you can check the [Salvation Army](#) site for additional information.

Get a map of a Pilgrim Cleaners location at [Mapquest](#)

Pilgrim Cleaners Drop Off Sites

- [Apple Valley](#) - 952-432-9797
- [Blaine](#) - 763-785-0828
- [Brooklyn Park](#) - 763-433-4222

4 Links & Numbers



WUPL-TV
New Orleans, LA
LOCALISM INITIATIVES
General Manager: Gary Wordlaw

LOCAL PUBLIC AFFAIRS

- WUPL's weekly half-hour public affairs program, *Crescent City Magazine*, focuses on many issues that affect our community. *Crescent City Magazine* includes an interview segment, a healthy living segment, a cooking segment and a community calendar. Some of the issues that have been covered are: Cops for Kids, The American Red Cross, Hurricane Preparedness and Grief Counseling.
 - o **Issues addressed in 2004.**
 - o Families In Tune Together Foundation
 - Guest discussed how today's families are out of tune with each other. This program is set up to help families tweak their problems. Told viewers that change begins with you and self-realization.
 - o Susan G. Komen Breast Cancer Foundation
 - o New Orleans Computer Technology Village
 - Guests discussed trying to bridge the "digital divide" by putting computers in the hands of as many people as possible. Discussed computer training for members of community as well as the computer recycling program that has been put in place.
 - o LASPCA – Feral Cat Initiative
 - Guest discussed the program of trapping, fixing, releasing and feeding the cats in the area to cut down on the stray cat population in the area. Showed an example of the traps they use.
 - o Louisiana Health Sciences Center – Prostate Cancer
 - o MADD
 - o Audubon Louisiana Nature Institute
 - Nature Institute brought in animals to teach the importance of conservation.
 - o New Orleans Police Foundation – Cops for Kids
 - o New Orleans Saints Summer Youth Program
 - o New Orleans Fire Department
 - Fire Chief discussed various things the fire department does in the community -- safety talks, smoke detector programs and stopping for emergency vehicles were just some of the NOFD's recent initiatives.
 - o Audubon Zoo
 - Baby boom – New baby arrivals at the New Orleans zoo.
 - o ALIANZA
 - Guest spoke about two legal organizations at Tulane University Law School. BLSA and ALIANZA increased awareness for minority law students and established a network of support for students who are interested in law school-including minorities.

- o Seasons Grief Center
 - Guests talked about the help they give to people who are dealing with the loss of a loved one. Gave advice to those who come in contact with the bereaved – advising them what to say and what not to say. Talked about programs and services they have in place to help people of all ages.
- o YMCA Educational Services
- o Shots for Tots
- o American Red Cross – Fire Victim Response
- o Irish Channel Action Foundation
 - Guest discussed diversity of Irish Channel neighborhood. Discussed the history of diversity and culture. Today the Irish Channel Action Foundation is working to restore the rich cultural diversity to this New Orleans neighborhood.
- o American Red Cross- Hurricane Preparedness

CREATING OR SELECTING PROGRAMMING

- Preemptions.
 - o WUPL preempts network programming for several local sporting events including: New Orleans Saints football, SEC Basketball and SEC Football.
- Ascertainment
 - o During tapings and pre-production interviews, community leaders, medical caregivers, charity organizations and other members of the community are given the opportunity to inform WUPL of issues and concerns that affect our local community.

Emergency Programming

- On-the-scene Coverage
 - o WUPL assisted local law enforcement and local emergency response officials by producing and airing PSAs that instructed residents on proper evacuation procedures.
 - o WUPL produced and aired PSAs soliciting donations for regional victims of Hurricane Ivan. WUPL also partnered with The Salvation Army to collect and distribute hurricane relief items.
- EAS/AMBER Alert
 - o WUPL regularly airs all EAS alerts and participates in airing local AMBER alerts.

Political Programming

- Candidate Debates
 - o WUPL aired *Countdown to Super Tuesday* – a Democratic national debate.
 - o WUPL airs *Make It Count* – a political program that updates viewers on the latest news on the presidential campaign.
- Promoting Voter Registration
 - o WUPL airs public service announcements that encourage viewers to participate in local, state and federal elections.

CIVIC/CULTURAL COMMUNITY-RESPONSIVE PROGRAMMING

- Coverage of local events.
 - o WUPL aired a 1-hour special, *VooDoo A New Game in Town*, introducing the community to the Arena Football League. The show explained the differences between the AFL and the NFL.

- o WUPL aired a 2-hour live special, *VooDoo Fanfest*. The show featured entertainment, activities, fan/player and meet and greet opportunities live from the New Orleans Arena.
- o WUPL aired a one hour *Saints Draft Special* that recapped the 2004 draft with New Orleans Saints coaches and management.
- o WUPL aired a weekly half-hour preseason magazine show, *Saints Weekly*, featuring New Orleans Saints players, coaches and management.
- o WUPL aired a two-hour *Saints Training Camp Special* which previewed the 2004 football season.
- Local PSAs.
 - o WUPL aired 20 Black History vignette campaigns in the month of February.
 - o WUPL airs 10 United Way PSAs per week that encourages support of the local United Way Agency.
 - o WUPL aired local PSAs for Mothers Against Drunk Driving.
 - o WUPL aired PSAs for the 2004 Heart Walk.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

- Station Support of Non-Profit Initiatives
 - o WUPL produced a promotional long-form video for the Make-A-Wish foundation which was used during their 2004 Gala.
- Station Promotion of Causes
 - o WUPL's weekly community affairs program has guests from various community and non-profit organizations such as: Shots for Tots, The Blood Center, American Red Cross, and The New Orleans Fire Department.
 - o WUPL's website features a community calendar section.
- Station involvement in education initiatives
 - o WUPL participated in local school events and donated school supplies and promotional items.

WCBS-TV
New York, NY
President & General Manager: Lew Leone
October 2004

LOCAL NEWS

*WCBS-TV provides 30.5 hours a week of local news

5:00-7:00am	CBS 2 News This Morning	Monday – Friday
12:00-12:30pm	CBS 2 News at Noon	Monday – Friday
5:00- 6:00 pm	CBS 2 News at 5	Monday – Friday
6:00-6:30 pm	CBS 2 News at 6	Monday – Saturday
11:00-11:35pm	CBS 2 News at 11	Monday – Sunday
6:00-7:00 am	CBS 2 News Saturday Morning	Saturday
9:00-10:00 am	CBS 2 News Saturday Morning	Saturday
6:30-7:00 am	Sunday Edition/Kirtzman & Co.	Sunday
7:00-9:00 am	CBS 2 News Sunday Morning	Sunday
11:00-11:30 am	Sports from the Roundtable	Sunday
6:30-7:00 pm	CBS 2 News at 6:30	Sunday
11:35 pm -12:00	Sports Rap Live	Sunday

*Local news amounts to 18% of our weekly programming and 18.8% of our daily (weekday) programming.

*WCBS spends over \$ 40 million annually on our newscasts and has over 150 employees dedicated to news product.

*WCBS-TV's website, www.cbsnewyork.com enhances the newscasts by offering video news stories, current weather & traffic conditions, updated news stories, archival news stories. Examples include:

- 24-hour local AP wires – the only ones in the market.
- Live streaming video – the 9/11 hearing in New York, Florida hurricane for residents with family and property there.
- Extra coverage - full length interviews when only pieces of them make air
- Weather by zip code
- CBS 2 Meteorologist John Bolaris does a storm forecast for the web
- Job postings

LOCAL PUBLIC AFFAIRS

*Sunday Edition and Kirtzman & Co. are weekly half-hour political affairs shows, hosted by WCBS- TV's Political Reporters Marcia Kramer and Andrew Kirtzman on alternating Sunday mornings respectively. Each show airs 26 weeks a year. Sunday Edition is an interview-style political program and Kirtzman & Co., is a debate-driven political affairs program.

*Investigative Reporter Cheryl Fiandaca exposes issues related to government, politics, business, security and crime and is featured on various newscasts.

* Dr. David Marks delivers daily medical and health reports that inform the public on new developments, medical treatments and health risks.

CREATING OR SELECTING PROGRAMMING

*Approximately quarterly, WCBS-TV conducts ascertainties with residents and community leaders in our tri-state area during which we listen to concerns of that community. We hear story ideas and issues they would like to see addressed on their local news. Recent community outreach/ascertainment meetings have been conducted in the following locations:

- White Plains, New York – March 12
- Hempstead, New York – April 30
- Newark, New Jersey – July 21

*WCBS conducts outreach to local communities by producing and broadcasting original content that showcases individual communities and addresses local interests. Examples of this are “The Sounds of Harlem,” “New York Tonight,” “Inside the Metropolitan Museum of Art,” and “Salute to Our Schools.”

*WCBS preempts network programming when and where it’s necessary to serve our viewers. During weather emergencies such as heavy snowfall, flooding, and the recent hurricanes, WCBS has preempted network programming and extended local newscasts, often delivering live on-location team coverage.

*WCBS was the only station to produce and air events of local importance such as the Democratic Presidential Candidates Debate and to broadcast the 9/11 Commission Hearings and the re-opening of the Statue of Liberty live.

*WCBS was the only station to pre-empt primetime commercial entertainment programming to air former New York City Mayor Rudy Giuliani’s speech at the GOP convention.

EMERGENCY PROGRAMMING

* WCBS has a fleet of 15 ENG microwave and satellite trucks on the streets. Six of these trucks have the ability to broadcast in digital or analog microwave, as well as digital satellite. The other 9 trucks are either digital or analog microwave capable. There are also 10 other vehicles on the street everyday, along with 25-26 camera crews.

*WCBS utilizes the WSI weather system, including the automated weather emergency alert crawl system. We are currently in the process of installing state-of-the-art live Doppler radar.

* WCBS spent 2 million dollars in 2004 and is budgeted to spend about 2 million more in 2005 on ENG.

*WCBS spent \$600,000 in 2004 and has another \$500,000 budgeted to spend on live Doppler in early 2005.

* WCBS utilizes Envirocast, special technology that measures wind profiles in hurricanes. WCBS has branded this technology as “Eye of the Storm.”

*WCBS participates in both the Amber Alert and the EAS. We are also part of the newly implemented local New York City EAS system, which is triggered by the mayor's office.

*In 2004, WCBS was first on the scene and served as a source for police officials as well as residents during a criminal car chase through residential neighborhoods in New Jersey.

*WCBS interrupts regular programming to report on major news events, such as the blackout of 2003, the Staten Island refinery fire, and other hazardous situations affecting the community.

POLITICAL PROGRAMMING

*WCBS employs two full-time political reporters and airs one of two political affairs programs, Sunday Edition and Kirtzman & Co., every Sunday.

*WCBS hosted, co-produced (with CBS News and the New York Times) and broadcast the 2004 Democratic Candidates Presidential Debate.

*WCBS covers local political elections and assigns reporters to broadcast live from the candidates' headquarters during election night.

*WCBS was the only station to pre-empt primetime commercial entertainment programming to air former New York City Mayor Rudy Giuliani's speech at the GOP convention.

*During the recent Democratic and Republican political conventions, WCBS had anchor teams reporting live from each of the convention floors along with comprehensive team coverage.

*WCBS covers voter registration drives in newscasts and through the airing of PSA's (public service announcements), including a recent PSA campaign with the League of Women Voters and a campaign with the Hispanic Federation featuring CBS 2's Mario Bosquez designed to encourage voter registration in the Hispanic community.

*WCBS uses its website to live stream election coverage, debates and political conventions.

*WCBS devotes approximately five minutes on our newscasts each day during the political season to political coverage, through live guests in our morning show and stories on our early evening and late newscasts.

CIVIC, CULTURAL AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

*WCBS offers a variety of programs targeting various communities, including the following recent shows:

“Inside The Metropolitan Museum of Art” – Anchor, Dana Tyler hosts a weekly series that highlights unique aspects of the museum and upcoming exhibits. The station has aired thirty-two segments between January-July. The broadcast airs Sundays on CBS 2 News Sunday Morning.

“Those Who Serve” -- WCBS produced and aired a special documentary featuring segments shot on location in Iraq. In the half-hour special, CBS 2 reporter, Brendan Keefe takes viewers on an emotional voyage through Iraq featuring men and women from the tri-state area who are serving in the military

“Salute to our Schools” – an on-going effort to showcase the success and impact of area schools. Between January-July, Senior Correspondent Morry Alter has discussed key issues affecting today's education with students and faculties from Truman High School in the Bronx and The High School of Telecommunications, Arts and Technology in Bayridge, Brooklyn.

“PENCIL” – an on-going educational partnership designed to motivate students and teachers and encourage community involvement. The station airs regular segments on student achievement and station personnel participate in a variety of school events.

“Tech Mania” – CBS 2's Technology Editor, Brett Larson hosted a half-hour special that revealed the hottest trends in “Tech Mania 2004,” shot on location from the Consumer Electronics Show in Las Vegas. Aired January 23, 2004, 7:00PM-7:30PM.

“CBS 2 Celebrates The Subway Centennial” – a half-hour special that focused on the history and current state of the subway. Hosted by Shon Gables and Mario Bosquez with segments from Reporters Morry Alter, Brendan Keefe, Arthur Chi’en and Amy Stone. Aired January 31, 1:00PM-2:00PM.

“Democratic Presidential Debate” – a live debate among the four democratic presidential candidates, sponsored by CBS 2, CBS News and the New York Times. Aired February 29, 11:00AM-12:00 Noon.

“Sounds of Harlem” – CBS 2 celebrated “Black History Month” with a half-hour special saluting artists from Harlem. Viewers got a taste of everything musical from rhythm and blues to jazz. Aired February 14, 7:00PM-8:00PM.

“Spring in Style With New York Tonight” CBS 2 kicked off spring with a live, hour-long, on location special from Planet Hollywood featuring the season’s hottest trends. Hosted by Lynda Lopez and Dave Price. Aired March 31, 7:00PM-8:00PM.

“CBS 2 Goes Inside The Auto Show” – Brett Larson went on location to the New York Auto Show for the half-hour special that put viewers behind the wheel of this year’s newest and fastest automobiles. Aired April 5, 7:00PM-7:30PM.

“Jewish Heritage New York” – a partnership with the Jewish Community Relations Council (JCRC). The celebration kicked off with a reception where Weather Anchor Dave Price was honored with the “Jewish Heritage New York Award,” in recognition of his commitment and devotion to promoting the values of the Jewish community. The station also unveiled a series of vignettes highlighting Jewish heritage that featured historical and cultural sites in New York City.

“Italian Heritage Month” – a partnership with the Italian Heritage and Culture Month Committee. The month-long event celebrating the contributions of Italian Americans includes a series of vignettes based on a chosen theme. This year’s theme is Explorers.

“CBS 2 At The Tonys” – Dana Tyler, Lynda Lopez and Katie McGee hosted a one hour special that gave viewers a backstage preview to Broadway. Aired June 6, 8:00AM-9:00AM.

“New York Triathlon” – the race featured over two hundred professional and amateur athletes who participated in the mile-long swim in the Hudson River, a twenty-six mile bike race along the West Side Highway and a six-mile run through Central Park. Aired Sunday, June 27 at 12:00 Noon and re-broadcast Sunday, July 11 at 12:00 Noon.

“Broadway Under The Stars” -- an hour-long special hosted by Dana Tyler that celebrated the best of Broadway. Some of the theater’s biggest stars performed classic musical numbers. Aired Saturday, June 19, 7:00PM-8:00PM.

“Tech Styles: The Best In Home Theatre”—Brett Larson hosts a special that takes viewers inside the latest tech craze—the world of home theaters -- and shares everything you need to know to purchase a home theater.

“Teen Kids News” -- For young people, this is a newscast starring and geared towards teens that airs regularly on Saturday afternoons. WCBS also airs 3 hours of children’s programming on weekends as part of Nick on CBS, viewers can watch programs such as Lazy Town, Miss Spider’s Friends, The Backyardigans, Dora The Explorer, Blue’s Clues and Little Bill.

“Generation Jets” -- Airing during football season, Generation Jets is a half hour weekly children’s show that combines animation with live action. New York’s fabled landmarks inspire five animated school age kids to explore a virtue that made the creation of each landmark possible.

*WCBS News covers professional athletic games (Yankees, Mets, Jets, Giants, Nicks, Nets, Ranger Devils, the Islanders, USTA), collegiate games and local rivalries on the high school level.

*Morning newscasts and weekend news routinely cover new exhibitions at The Metropolitan Museum of Art, among others. Large community festivals including Harlem Week, the Italian Heritage Festival, Hispanic and Heritage Month, are routinely covered on our newscasts. For large holiday events such as the Fourth of July, CBS 2 broadcast live from Ground Zero and expand coverage.

* WCBS News airs ongoing "Defining Moment" segments that deal with significant social issues such as civil rights and work-place safety and culture.

*WCBS produces PSA's for campaigns such as the Latino AIDS awareness (co-produced with WXTV, Channel 41, and Univision), Juvenile Diabetes, the League of Women Voters voter registration and the American Heart Association, for which the station participated in "Heart Month" by producing and airing a series of public service announcements to promote the growing risk of heart disease among women. WCBS served as a partner in developing the public service campaign for "Adopt a Senior Center," designed to bring attention to the plight of area seniors and encourage support from the business community.

*WCBS-TV aired an estimated **3,339** public service announcements between January 1 and July 31, 2004.

Music

*WCBS highlights local musicians and airs music programming through specials like "the Sounds of Harlem" "CBS 2 at the Tony's," and "Broadway Under the Stars."

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

*WCBS has a unique partnership with The Journal News designed to provide additional news coverage in Westchester, Rockland and Putnam counties. WCBS-TV's Westchester Bureau is located in the Journal News building.

* WCBS also has active news bureaus in New Jersey and in Long Island, where we are located at Hofstra University and serve as a resource for the student body. Each bureau has a bureau chief and two full time reporters.

*WCBS is known for its community commitment to non-profit groups and causes. For several years, WCBS has sponsored a local Juvenile Diabetes Walk, Harlem Week, and Design Cares, the New York design community's effort to help the homeless. WCBS recently participated in the "Tunnel to Tower Walk," honoring a fallen fireman from 9/11.

Other local sponsorships include:

Broadway Association, Inc.
Black Agency Executives/Dr. Martin Luther King Jr.
Committee for Hispanic Children & Families, Inc.
NY Jets Foundation
The Bowery Mission
The Puerto Rican Family Foundation, Inc.
The Hispanic Federation
The Skyscraper Museum
CDCH Foundation for Special Children
Harlem Legal Services
Preston Robert Tisch Leadership Dinner
Asian American Legal Defense & Education Fund
Harlem YMCA
National Academy of Television and Sciences, NY Chapter
American Cancer Society
National Television Academy

The Samaritan Foundation, Inc.
Long Island Coalition for Fair Broadcasting/Folio
Inside Broadway
Juvenile Diabetes Research Foundation Man of the Year 2004
Literacy Volunteers of Westchester

F. New York Urban League
G. Naomi Berrie Diabetes Center

ASPIRA of New York Inc.
NHCAF
NADAP
Asian American Federation of New York
Latino Commission on AIDS
PENCIL
The Network Journal
The Puerto Rican Family Institute, Inc.

BOARD/COMMITTEE WORK WITH NON-PROFIT ORGANZATIONS

- Coalition for Hispanic Children and Families, Inc. – Board, Lew Leone
- New York State Broadcaster’s Association – Board, Lew Leone
- Metropolitan Museum of Art – Business Committee, Lew Leone
- Broadway Association – Board, Lew Leone
- Learning Leaders – Board, Dana Tyler
- NY Youth at Risk – Board, Shon Gables
- Black Leadership Commission on Aids – Board, Jean Hodge
- Nontraditional Employment for Women – Board, Jean Hodge
- Bronxnet Cable Access – Board, Jean Hodge
- New York City Mission Society – Girls Committee – Jean Hodge

AWARDS/HONORS

CBS 2 reporters have garnered numerous awards and honors for their community involvement, including:

Shon Gables – honored as one of the Harlem Y’s “Black Achievers”

Lou Young – honored by the Suffolk County Veterans Association

Shon Gables – honored as one of Ebony Magazine’s “Outstanding Women in Marketing and Communications

Jennifer McLogan - received a “FOLIO” award from the Long Island Coalition for Fair Broadcasting

Dana Tyler – honored by the North Shore Child & Family Center

Cindy Hsu – honored by the Division on Civil Rights during “Asian American Heritage Month”

Dave Price – honored by the Jewish Community Relations Council during “Jewish Heritage Month”

Byron Harmon – honored by the Network Journal, “Under 40 Award”

Jean Hodge – honored by the Black Agency Executives

Jean Hodge – honored by The Leadership Institute for African American Female Executives

COMMUNITY EVENTS

Perhaps the most evident way that WCBS participates in and supports community events is in the activities of our on-camera personalities, the faces of our station. A partial list of talent appearances at community events over the past year follows:

Cindy Hsu – hosted the Lunar Stamp dedication ceremony, Lower Manhattan

Andrew Kirtzman – served as key note speaker for The Daily Pennsylvanian's Annual banquet

Shon Gables – hosted the annual Martin Luther King Legacy Youth Awards at Westchester County Center

Shon Gables – special guest of the Hard Rock Café at their fiftieth anniversary luncheon

Shon Gables – served as awards presenter at the second annual Community Capacity Building Awards, College of Staten Island

Cindy Hsu – served as a judge for the Chinatown Take Out Comedy funniest person awards

Shon Gables – moderated the Abraham Fund Initiatives, Pierre Hotel

Shon Gables and **Mario Bosquez** -- Junior Achievement of New York seventh annual groundhog job shadow day

Dana Tyler – moderated the eighteenth annual Black History Makers awards, New York Marriott Marquis

Shon Gables – served as guest speaker at Clarkstown Church, Clarkstown, New York

Dana Tyler- moderated Learning Leaders event at Lincoln's Library

Dana Tyler – moderated the Heart of New York Gala

Dave Price – participated in the Ithaca College Careers in Television Forum

Cindy Hsu – served as a judge for the NAAPNY Scholarship Program

Dave Price – participated in “Jammin With Journalists” at PS 219

Reid Lamberty – served as moderator for the Westhampton Beach Performing Arts Center variety show

Tony Aiello – served as moderator for the Jacob Burns Film center, Westchester

Mario Bosquez – participated in "Read Across America" at Park Avenue Elementary

Shon Gables and **Dave Price**- participated in "Read Across America" at PS 219 in Queens

Mary Calvi – served as moderator for the Yonkers Chamber of Commerce “Women in Business” luncheon

Dave Price – served as moderator for the "Near and Far" charity event, Westport, CT

Cindy Hsu – served as moderator for the USA Embassy photo shoot celebration

Mario Bosquez – served as moderator for the Hispanic Federation annual gala

Shon Gables – guest speaker at Career Day at PS 24 in Queens

Arnold Diaz – keynote speaker for “Journalism Day” at Adelphi College

Lynda Lopez – served as moderator for “Looking for Shakespeare”

Amy Stone – participated in Read Across America, Woodrow Wilson Middle School, New Jersey

Audrey Puente and **Lynda Lopez** -- served as moderators at the El Dario “Fifty Outstanding Latinas” awards luncheon

Shon Gables – served as moderator for the “Employment Network Job Readiness Workshop” in Passaic County College

Shon Gables – moderator the “Healthy Mothers, Healthy Babies” annual luncheon in Essex County

Mary Calvi – served as moderator for the “Women's Hall of Fame” luncheon, honoring Senator Hillary Clinton

Shon Gables – honored at the Harlem YMCA’s thirty-fourth annual “Achievers in Industry” awards dinner

Marcia Kramer – served as moderator for the “Top Ten Women in Business” dinner

Shon Gables – served as keynote speaker for the Theodore D. Young Community Center “Women's History Month” event

Arthur Chi'en – participated in the Asian American Journalists Association conference

Lou Young – honored by the Suffolk County, Veterans Association

Lew Leone, Dianne Doctor, Cindy Hsu, Mario Bosquez, John Bolaris, Duke Castiglione, Audrey Puente, Shon Gables, Jeff Berardelli, and Kerri Lyon - Principal for a Day

Cindy Hsu – served as moderator for the Lighthouse “PASE Setter” awards benefit

Lynda Lopez – served as moderator for Gala de la Vida annual gala

Mario Bosquez – guest speaker for the Harlem Little League

Cindy Hsu – served as moderator for the SEO fortieth anniversary award dinner

Dana Tyler – served as moderator for the Fund For Women’s fifth annual grant awards luncheon

Dana Tyler – participant at Joel Grey's Birthday Party celebration

Tony Aiello –served as moderator for the “Golden Lion Awards” dinner

Cindy Hsu – moderated a panel for the Asian Columbia Alumni Association at Columbia University

Dave Price – moderated a program for Sacred Heart University, Fairfield County, CT

Mary Calvi – served as moderator for Yonkers Hadassah event

Ernie Anastos and Warner Wolf – moderated The Friars Club’s “New Legends Dinner”

Shon Gables – moderated Breakfast at Tiffany

Shon Gables and Mary Calvi – served as moderators for the Westchester Arts Council’s awards event, Rye Town Hilton

Reid Lamberty – served as moderator for the Long Island Chapter of the Arthritis Foundation

Cindy Hsu – moderated the Alliance for Young Urban Design and The Arts event

Brett Larson – served as keynote speaker for a New York University news writing class

Andrew Kirtzman – moderated panel for Crain's New York breakfast meeting

Shon Gables – keynote speaker for Literacy Volunteers event

Tony Aiello- keynote speaker for Jefferson Elementary School, “New York State Great Read Aloud” program, New Rochelle

Lynda Lopez- speaker at Public School 123

Jennifer Jordan – served as moderator for the Westchester Chapter of Bennett College for women benefit

Kristin Cole – served as moderator for children's day "ARTrageous," Carnival, New York

Dana Tyler – served as moderator for Inside Broadway honoring Dennis Swanson

Roz Abrams – served as moderator for “The Secret Life” of the American Place Theatre benefit

Cindy Hsu – served as moderator for the Asian Professional Extension

Mario Bosquez and Dianne Doctor – served as moderator for the Coalition for Hispanic Family Services

Shon Gables – served as moderator for “651 Arts” gala event

Dana Tyler – honored by the North Shore Child & Family Center, Glen Head, New York

Ernie Anastos – served as moderator for the Juvenile Diabetes Research Foundation’s “Man of the Year” awards dinner

Dana Tyler – served as co-host of the Arthur Ashe Institute for Urban Health's tenth annual “Sports Ball”

Dave Price – visited five borough schools in one day, addressed students at each school

Cindy Hsu –served as moderator for the PS1 Benefit Gala 5:30 PM

David Diaz and Pablo Guzman – served as moderators at the Latino Health Conference

Audrey Puente - 100 Hispanic Women of Westchester Scholarship Dinner Gala

Tony Aiello – served as moderator for the Enrico Fermi Educational Foundation’s scholarship breakfast

Cindy Hsu – served as moderator for the twenty-fifth annual Asian Pacific Heritage Festival

Shon Gables – guest speaker at Norman Thomas high school

Tony Tantillo and **Ernie Anastos** – served as moderators for "Live with Chef Leonard" Westchester County Country Club

Mary Calvi – served as moderator for the Westchester Business Ethics Awards

Audrey Puente – served as moderator for the Catholic Big Sisters gala

Shon Gables – served as moderator for Women's Day "Women With Heart" luncheon

Shon Gables – served as moderator for the National Urban League's "Frederick Douglas" awards dinner

Cindy Hsu – served as moderator for the Transfiguration Education Association's annual fundraising dinner

Tony Aiello – moderated the Crohns and Colitis Foundation's annual spring luncheon

Shon Gables – moderated the Sigma Gamma Rho's "Golden Mother's Day" Scholarship Jazz Brunch

Audrey Puente – hosted the James Beard Foundation awards

Dianne Doctor, Dana Tyler and **Mario Bosquez** - participated in the Naomi Berrie Diabetes Center dinner dance

Ernie Anastos – served as moderator for the F.E.G.S Partnership for a "Changing World" dinner

Dana Tyler – served as moderator for the Cancer Care Human Service awards

Audrey Puente – served as host of the ASPIRA of New York annual "Circle of Latino Achievers" luncheon

Magee Hickey – served as moderator for the annual "Eddy" awards

Arnold Diaz – served as moderator for the Association For Help of Retarded Children

Cindy Hsu – served as moderator for the National Association of Asian American Professionals

Cindy Hsu – honored by the Division on Civil Rights celebrating "Asian American Heritage Month"

Magee Hickey – served as moderator for the Lenox Hill Hospital annual luncheon

Kirstin Cole - served as moderator for the Children's Expressions Project dinner and art auction

Dana Tyler – served as moderator for the "Show People's Magazine" Tony Awards Party

Cindy Hsu and **Arthur Chi'en** – served as moderators for the Asian American Federation's "Spirit of Asian American" gala

Lew Leone and **Mario Bosquez** – participated in the "Cielo Latino!" Latino Commission on Aids awards dinner

Cindy Hsu, Michael Pomeranz, and **Dana Tyler** – participated in the Museum of the Chinese in the Americas event

Lew Leone and **Duke Castiglione** – participated in the Academy for Career in Sports Olympics

Lew Leone - participated in The Westchester Scholastic Sports Awards, Rye Brook, New York
Mario Bosquez – served as moderator for the Greyston's annual benefit, Yonkers, New York

Shon Gables – served as moderator for the National Cancer Survivors Day Celebration, Lutheran Medical Center, Brooklyn

Hazel Sanchez – served as host for the Philippine Independence Day Parade

Dianne Doctor, Arthur Chi'en, Brett Larson, and Kerri Lyon – participated in the “Pencil Bowl-A Thon”

Shon Gables – participated in the launch of “Youth America B2 Gear”

John Bolaris – participated in the annual Prudential New Jersey Properties, “Sunshine Kids Golf Invitational” Hillsborough, New Jersey

Mary Calvi – served as moderator for the Westchester County Medical Center’s annual Ball, Greenwich

Jeff Berardelli – served as moderator for the Staten Island YMCA’s annual awards

Dave Price- honored by the JCRC during Jewish Heritage Month

Roz Abrams – moderated the Jazz Journalists Association’s benefit awards

Shon Gables – served as moderator for the "Just One Break" luncheon

Dave Price – served as moderator for the PS 50 "Kids Dine Out" program

Shon Gables -- served as moderator for the annual “40 Under Forty” power achievers awards ceremony, Columbia University

Lynda Lopez – served as a host of the Puerto Rican Family Institute annual gala

John Bolaris – served as keynote speaker for PS 184, 6th grade graduation, Whitestone, New York

Mary Calvi – participated in "The Great New York Read Aloud" program at PS 310 Bronx

Roz Abrams – served as moderator for the American Women In Radio & Television’s “Gracie” luncheon

Ernie Anastos – participated in the Carol Baldwin Breast Cancer Foundation’s Golf Tournament

Cindy Hsu, Dana Tyler and Ernie Anastos – served as moderators of the “Walk to Cure Diabetes” kick-off luncheon

Cindy Hsu – served as moderator for the “Working Mother's Best Companies for Women of Color” multicultural conference

Cindy Hsu – served as moderator for the Best Companies for Women of Color national conference “Trailblazers Panel”

Audrey Puente and Shon Gables – Harlem Day

Kirstin Cole—Run for Hope and Possibility

Ducis Rodgers – USTA Celebrity charity tennis tournament

Kirstin Cole – Alan Brown Foundation to Fight Paralysis annual gala

Hazel Sanchez – Philippine Fiesta

Duke Castiglione – Arthur Ashe Kids Day volunteer

Pablo Guzman – African American Men of Westchester Brotherhood Breakfast

Mary Calvi – Columbus Day Parade

Mario Bosquez – Independence of Mexico speaker

Mary Calvi – United Way Scarsdale reception

Mary Calvi – White Plains Italian Heritage Parade

Mario Bosquez – American Red Cross gala

Arthur Chi'en – Organization of Chinese Americans banquet

Mario Bosquez – Institute for the Puerto Rican Hispanic Gala

Dana Tyler – National Black Leadership Commission on AIDS

Roz Abrams – WBGO Radio 25th Anniversary Gala

WGNT-TV NORFOLK, VIRGINIA LOCALISM INITIATIVES

Local Public Affairs

- Weekly program: “Studio UPN *Live!*”
 - Thirty minutes in length
 - Broadcasts every Monday at 2 PM
 - Features live discussions with host and various guests
 - Covers local community issues, organizations, special people and places
 - Topics include politics, health, education, economic development and more

Creating or Selecting Programming

- Ascertainment from our viewers is done in many ways:
 - Public Affairs Director attends various organizations’ general body meetings
 - On-air requests for suggestions, comments or to be on air are made weekly
 - All phone calls are accepted and/or returned
 - All viewer mail is accepted and responded to
 - Participated in a series of community round table discussions on the topic, Total Quality of Life, discussing various topics important to the African-American community from the digital divide to voter registration and education.

Emergency Programming

- This station participates in AMBER and EAS

Political Programming

- Weekly program: “Make It Count”
 - Thirty minutes in length
 - Broadcasts every Sunday at 11:30 AM
 - Features all the facts and information needed to make an informed decision on who the next president of the United States should be
- On-air debates include:
 - 3rd District congressional campaign
 - City council candidates on municipal voting
 - Republican party representative & President, Hampton Roads Peninsula Young Democrats on presidential primary
 - Chairman, 2nd District Republican Party & Virginia House of Delegates (D) on Nov. 03 elections
 - Democratic primary candidates for 2nd State Senatorial District
- No candidates have declined appearing on-air
- Political issues are discussed or explained by those mentioned above
- Several PSAs air daily on the importance of voting featuring network stars
- Weekly reminders are made regarding voter registration deadlines and a reminder to get out and vote

Civic, Cultural and Other Community-Responsive Programming

- Over the past year, we aired approximately 7,153 PSAs; which is approximately 51 hours of airtime, that values at \$289,928.
 - Round Town Community Calendar airs daily and is updated weekly
 - Aired Black History Month PSAs which featured historical greats such as Aretha Franklin and Martin Luther King, Jr.
 - Aired Military Greetings from members of the armed forces from overseas. The greetings focus on holiday salutations to family members residing in the Hampton Roads area.
 - Focus on Hurricane Isabel, providing information for the recovery of damaged homes/lives
- Response to community issues
 - Participate in the “Hampton Script’s” task force meeting at Hampton University to discuss what employers look for in a recent graduate. Hampton University was criticized for stopping the student newsletter, “Hampton Script.” As a result, the task force developed and requested input from professionals in the media field.

Music

- Local artists are featured regularly on “Studio UPN *Live!*”
 - Local musicians may share their CDs
 - Producers have held talent searches for new talent
 - Award-winning episode of show featured “When Entertainment is Educational,” which highlighted local artists and producers that are world renowned

Station Participation in Community Activities

- Highlights from Special Campaigns, Initiatives, Fundraisers and Outreach Activities
 - Lunch Buddies Program: UPN 27 employees have lunch once a month with students at Park View Elementary Montessori Magnet School.
 - Paint Your Heart Out! UPN 27 seizes the opportunities to work on grass roots initiatives. We sponsored Paint Your Heart Out Day which is presented annually by the Rotary Clubs of South Hampton Roads. It is one of Virginia's largest grass roots volunteer projects of its kind, a one-day community beautification project. Since this annual community service project began in 1992, over 700 homes in the Hampton Roads area have been painted at no expense to the homeowner.
 - Prevent Child Abuse Celebrity Night: All money received in tips through hosting and bartending are donated to local organization, Prevent Child Abuse. As a result of UPN 27’s efforts, this annual event raised approximately \$22,000.
 - Viacomcommunity Day! This year was our sixth year participating in Viacomcommunity Day and our first chosen agency was Children’s Harbor of Portsmouth. This non-profit agency provides quality day care and early childhood learning for kids ages 12 months to 10 years old. It is especially for low-income families. The projects were: power wash and stain inside and outside of fence and wash and detail inside and outside of school buses and vans. *If all children had a safe harbor then none would be at risk.* Emmanuel AME Volunteers for the Homeless was the second agency. This non-profit agency provides food and clothing for the homeless. This project includes: preparing and serving food to the homeless of Portsmouth and Chesapeake and cleaning after serving the food and sorting, separating and hanging clothes.
 - Hosted, sponsored and attended the 15th Annual Excel Awards given by Hampton Roads Black Media Professionals. UPN 27 is a major sponsor, by donating \$1,000

for scholarships for those that attend local colleges and are aspiring to have a career in the media.

- Marriner Christian Academy Golf Tournament & Luncheon: This event raises money for one of Portsmouth's newest academies for pre-school aged children. UPN 27 donated airtime for this tournament. This effort helped them raise \$6,500
 - United Way Campaign: As part of our kick-off program United Way agencies presented their organizations: Tidewater Adult Literacy and American Red Cross. This year, UPN 27 exceeded the goal. We raised \$5,648 which is 108% of the \$5,229 goal. From 48 employees we had 42% participation (20 employees) and four leadership givers (\$500 and up). This is \$828 over last year's total.
 - Employees attended STRIVE sessions at Woodrow Wilson High School (students with GPAs less than 1.8) to discussed personal obstacles that were overcome in order to succeed.
 - UPN 27 held a Toys for Tots toy drive in order to provide Hampton Roads youth with new toys for this holiday season. Toys for Tots is presented by The Salvation Army and the United States Marine Corp.
 - Presented, sponsored and attended Getting Hired, Getting Ahead at Hampton University Scripps Howard School of Journalism and Communications TV Studio. UPN 27 sponsored this event by donating printing and folders for the students. Approximately 60 Hampton University, Norfolk State University, Old Dominion University, Tidewater Community College, James Madison University and Thomas Nelson College students attended. We were also allowed opportunity to interview students for our available internship positions. This was presented by Hampton Roads Black Media Professionals.
 - Presented workshop on "Build Your Ministry through the Media" by Hampton Roads Black Media Professionals (HRBMP). This workshop targeted temples, churches and synagogues to teach them how to use the media in order to get their information out. The workshop topics included the ups and downs of building a media ministry, how to write a press release, how to get on television and radio (presented by Kafi Rouse) and how to get to know the religion reporters for print. UPN 27 was a sponsor by producing the printed materials, donating folders for information packets and by airing the public service announcements.
- Local Civic & Social Organizations
 - National Association of Black Journalists (NABJ): serves as an active member
 - Hampton Roads Black Media Professionals (HRBMP): serves as President and Excel Awards Chair, which raises scholarships for college students in the media field
 - Portsmouth Rotary: serves as Public Relations Chair and Board of Directors, work in community through Rotary initiatives. Received Rotary Club of Portsmouth's President's Award, *Rotarian of the Year*, for the year 2003-2004.
 - Employees, on an individual basis, participate in various civic and social organizations including local Rotary clubs, the Chrysler Museum, Virginia Beach Volunteer Rescue Squad and the local Chamber of Commerce.

KAUT-TV
OKLAHOMA CITY, OK
LOCALISM INITIATIVES

Local News

- We air a news type program called the Daily Buzz. This program runs 5am – 8am Monday thru Friday. In this program, we do Local Weather Inserts.
- We have Local Weather on our Website that gives a 5-day forecast.

Local Public Affairs

- Oklahoma Close Up is a locally produced interview program produced by KAUT. The producers of Oklahoma Close Up strive to inform the community of Oklahoma City and surrounding areas about a wide variety of issues, organizations and events that impact our community and its citizens. Oklahoma Close Up has been on the air since March 26, 2004 and currently airs each Sunday at 7:00 am. Topics covered this year include: care and protection of children, various health issues, education, volunteerism, diversity, political elections, mentoring and patriotism.

Creating and Selecting Programming

- KAUT has an open door policy in selecting programming for the station.
- KAUT has preempted the network for 2 sporting events, which would be NFL football games.

Emergency Programming

- KAUT participates in the EAS program.

Political Programming

- KAUT is currently airing “MAKE IT COUNT,” which covers national political issues.

Civic, Cultural and Other Community – Responsive Programming

- KAUT produced and aired six vignettes to commemorate Dr. Martin Luther King’s Life and Legacy. These vignettes featured Local citizens who have had an impact on our community as well as having been influenced, either directly or indirectly, by Dr. Martin Luther King.
- Local events covered on our weekly public affairs program, Oklahoma Close Up, include Tinker Air Force base’s Annual 4th of July celebration, “Star-Spangled Salute” as well as the Oklahoma International Bluegrass Festival which brings bluegrass musicians from all

over the world to celebrate this genre of music. Proceeds from the festival's auction benefits a scholarship program for kids interested in playing music.

- KAUT UPN 43 produced and aired a PSA specifically for the Oklahoma City Arts Museum and their annual fundraiser. In addition to specifically produced PSA's, KAUT has aired PSA's dealing with a wide range of local issues including: community arts, environment, health, consumer awareness, family support, Martin Luther King Jr., science, education drug prevention, AIDS Awareness, voter registration and military service.

Station Participation in Community Activities

- KAUT's General Manager Sue Stuecheli was named to the United Way Media Advisory Committee, January 2004.
- General Manager Sue Stuecheli participated in the Oklahoma Association of Broadcasters Career day, speaking to students about careers in the media, April 2004.
- KAUT Employees took part in the 2004 BMW Drive for the Susan G. Komen Breast Cancer Foundation raising \$1 for every mile driven.
- Programming Coordinator Stacy Johnson participated in the 2004 Juvenile Diabetes Research Foundation's Walk for the Cure.
- KAUT was recognized by the Partnership for a Drug Free America with an award for consistently messaging to youth and adults to help reduce the demand for illegal drugs for the year of 2003.
- September 2004, KAUT donated approximately 1,000 condoms to Carepoint, a local organization that coordinates access to health care and support services to people living with HIV/AIDS.
- September 2004, KAUT co-sponsored a blood drive with The Broadway Clinic as part of Viacomcommunity Day 2004.

**KYW-TV /WPSG-TV
PHILADELPHIA, PA
LOCALISM INITIATIVES**

	KYW-TV (CBS)	WPSG-TV (UPN)
LOCAL NEWS		
Station's News Investment:	<p>KYW-TV has continued to improve its news operation over the past year. Our staff has grown - we are now staffed with 159 people. We plan to add additional staff in 2005 with the addition of news programming.</p> <p>In addition, KYW-TV has upgraded 2 microwave repeaters and added 3 microwave repeaters to the infrastructure; one of which serves the Lehigh Valley.</p> <p>We have also added two additional live microwave trucks and 1 satellite truck which allows us comprehensive live coverage around our ADI.</p>	<p>WPSG-TV's current morning news program is produced with the combined resources of KYW-TV and KYW-Radio, two of the market's leading news organizations. The organizations work together on the show sharing resources and information.</p>
Local Newscasts per week:	<p>Station offers 32 hours of local news programming on a weekly basis with an additional 28 hours of news programming from the CBS Network. The station's 5 hours of weekday news combined with 4 hours of weekday network news represent over 37% of the day's programming.</p>	<p>Station offers 15 hours of local news programming on a weekly basis, as well as regularly scheduled news briefs throughout the broadcast day. The station's 3 daily hours of news represents 12.5% of the daily programming.</p>
Has the Station added newscasts:	<p>Yes, throughout the fall the station has expanded weekend morning news programming –offering 5:30-6am newscasts both Saturdays and Sundays. The station plans to expand weekend news programming in the Sun/11am-1230pm block in First Quarter 2005.</p>	<p>Yes, station has added Sunday 6pm newscasts scheduled around sports commitments.</p> <p>Additionally station has added broadcasts of Face the Nation and Make it Count during the political season on Sunday mornings.</p> <p>Station will be expanding to 4 hours of local news programming per day in First Quarter 2005 (an increase of one hour per day)</p>

LOCALISM INITIATIVES

<p>How does the website enhance local news coverage: (examples)</p>	<p>KYW-TV news stories are uploaded to website where they can be viewed for free and e-mailed to friends and family allowing viewers to catch up on what they missed. The video is posted along with the print copy. This is especially helpful when alerting the public to product recalls and health announcements. Recent examples include the Vioxx recall and influenza vaccine shortage.</p> <p>In addition to consumer and health stories, viewers can log on anytime and find out the latest five-day forecast and view an up-to-the-minute satellite image. This year we linked to WFOR in Miami to provide live hurricane coverage.</p> <p>KYW.com offers two search engines - one to access the print archive, the other to access the video archive. This enables viewers to access requested stories any time of the day or night they need not wait until the next station newscast.</p> <p>The "Contact Us" section of KYW.com allows viewers to choose a category and write in to express their thoughts and opinions and offer story ideas. Many of these ideas are turned into stories.</p> <p>Links are also provided for all major station community campaigns to partner organizations.</p>	<p>Website links are provided for all major station community campaigns to partner organizations.</p>
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LOCALISM INITIATIVES

	KYW-TV	WPSG-TV
LOCAL PUBLIC AFFAIRS		
Describe all daily/weekly programs devoted to public affairs, politics, community activities: (length and nature)	<p>In addition to daily newscasts that focus on these topics, the station offers the following programming –</p> <p>“Newsmakers with Marc Howard” is a weekly 10-15 minute program airing Sunday mornings which focuses primarily on local politics, initiatives, issues and community investment.</p> <p>“Eye on Philadelphia” is a weekly 30- minute program devoted to exploring the arts, culture, travel, and social activities from locations and communities as diverse as the City of Philadelphia to the Jersey Shore to the mountains of the Lehigh Valley. It affords artisans, chefs, tourism providers and unique people in the community an opportunity to showcase their contributions to their communities.</p> <p>Station commits to airing breast cancer stories during May and October leading up to events like Race For The Cure and Breast Cancer Awareness Month.</p> <p>Station sets up special phone banks giving viewers access to medical experts coinciding with stories on Breast Cancer, Alzheimer’s Disease, Child Safety and other health and consumer issues.</p> <p>Community Calendar: :30 or 1:00 segments devoted to alerting viewers about a variety of community events in the market. Produced on a weekly basis and scheduled in a rotation during local programming including newscasts.</p>	<p>In addition to daily newscasts that focus on these topics, the station adds Community Calendar: :30 or 1:00 vignettes devoted to alerting viewers about a variety of community events in the market. (produced on a weekly basis and scheduled in a rotation during local programming).</p>
Regularly scheduled news segments on public affairs: (how often and length)	<p>“Tribune” is a bi-weekly segment (5 minutes in length) focusing on issues affecting the African-American community in the market.</p>	<p>Station offers ‘Positively Philadelphia’ which is a locally produced two and a half-minute feature that examines issues of interest and concern in the greater Philadelphia region. This is a regularly scheduled segment that airs multiple times on Mondays during newscast.</p>

LOCALISM INITIATIVES

	KYW-TV	WPSG-TV
CREATING/SELECTING PROGRAMMING		
Describe station's efforts and practices for determining programming:	<p>Station utilizes Nielsen measurement statistics to gauge popularity of specific programs and genres. Station also relies on input from viewer letters, phone calls and emails. Program Director regularly meets with program producers offering a wide range of program services. Station management also schedules appointments with community groups and leaders to discuss station efforts.</p> <p>Special station programming is also produced to address market concerns related to major news, sports or weather stories.</p>	<p>Station utilizes Nielsen measurement statistics to gauge popularity of specific programs and genres. Station also relies on input from viewer letters, phone calls and emails. Program Director regularly meets with program producers offering a wide range of program services. Station management also schedules appointments with community groups and leaders to discuss station efforts.</p> <p>Special station programming is also produced related to sports events.</p>
Pre-emptions of network programming:	<p>The station does pre-empt the network in various dayparts to offer programming of local interest – examples include pre-empting College Basketball to offer the St. Patrick's Day Parade, pre-empting network news to offer opening day of the Philadelphia Phillies, pre-empting network soap operas to offer special coverage of the installation of a new Philadelphia Roman Catholic Cardinal.</p>	<p>The station pre-empts network primetime programming to offer local sports including the Philadelphia Phillies, The Philadelphia Flyers and The Philadelphia 76ers.</p>

LOCALISM INITIATIVES

EMERGENCY PROGRAMMING		
<p>Describe any live coverage of emergency situations (weather, traffic, crime):</p>	<p>KYW-TV is very pro-active informing the community of potentially serious weather situations or dangerous breaking news situations.</p> <p>During severe weather the News Department will expand newscasts to alert the public to travel situations and updated school and business closings.</p> <p>For instance the station may sign on the early newscast at 430am rather than 5am. In addition, we will field our team of 5 meteorologists (the most highly trained weather broadcast staff in the Philadelphia ADI).</p> <p>KYW-TV3 has a full-time staff traffic reporter (hired by and reporting to the news director) who is based in our newsroom with access to two weather services (Metro Traffic and Traffic Pulse) in addition to information gathered by our own full-time helicopter, assignment desk and our sister radio station KYW 1060 the only all-news radio station in the market.</p> <p>KYW-TV also has a daily crawl on its morning newscasts with weather, traffic and other news/sports information. During weather situations, this crawl lists school and community closings. The crawl can air on ANY newscast and is sometimes activated during prime-time programming when an approaching storm can have major impact on the region.</p> <p>Breaking News: There have been numerous incidents of situations which had potential for injury or death to the public which has compelled the station to offer extended and sustain coverage. Examples would be:</p> <p>An explosion and fire of a gas line in the busy Olney section of the city of Philadelphia. It was within yards of a 6 story apartment building, LaSalle University, a business strip and blocks of residential row houses.</p> <p>Severe flooding in Lambertville, Medford Lakes and other NJ towns which occurred in the pre-dawn hours.</p> <p>KYW-TV was the first to bring the severity of the situation to the public—our reporters were in the water working with evacuation teams and local public safety authorities to give updated information on the water and river crests, emergency shelters, and local community information on flood assistance and government programs available to help residents. This coverage was live and continuous throughout the day including the pre-emption of an afternoon syndicated programming.</p>	<p>During severe weather situations, when KYW-TV is unable to offer news programming, Emergency News is placed on WPSG-TV to provide the public with the latest weather information.</p> <p>The most recent example was flooding along the Delaware River – the worst in 25 years ...1500 people were evacuated.</p> <p>A newscast was specially produced to cover this information on WPSG-TV.</p> <p>Station also offers lower third crawl of community/school closings during inclement weather.</p>

LOCALISM INITIATIVES

Describe your station's investment in ENG or weather forecasting equipment:	<p>Over the past 18 months, KYW-TV has invested heavily in weather and forecasting equipment. This includes \$750,000 in a live million-watt weather radar system with the power to see developing storms. In addition, we have updated our weather systems to collect live active weather data on temperature, wind speed and rainfall totals for a specific neighborhood.</p> <p>Also the station has just completed an upgrade of an AUTOMATED weather alert system which delivers information directly to the stations' master control.</p> <p>This allows us to get information on tornado warnings, watches, severe thunderstorm warnings, watches and flood warnings/watches instantaneously from the alert by the National Weather Service.</p>	KYW-TV's upgraded weather information is shared and used on-air during WPSG's morning news programming and throughout the day in newsbriefs.
Does your station participate in AMBER or EAS?	<p>Station participates in both- station runs the required EAS monthly test as well as a weekly test.</p> <p>Station airs a crawl with Amber alert information submitted from Pennsylvania, New Jersey, and Delaware.</p>	<p>Station participates in both- station runs the required EAS monthly test as well as a weekly test.</p> <p>Station airs a crawl with Amber alert information submitted from Pennsylvania, New Jersey, and Delaware.</p>

LOCALISM INITIATIVES

	KYW-TV	WPSG-TV
POLITICAL PROGRAMMING		
Describe any candidate debates sponsored or aired	Aired Pennsylvania Association of Broadcasters Senatorial Debates in April 2004 and October 2004 in high profile time periods (Sun/11am-12pm and Sat/7-8pm).	Aired Pennsylvania Association of Broadcasters Senatorial Debates in April 2004 and October 2004 in high profile time periods (Sun/12-1am and Sat/10-11am).
Does your station offer free air time	<p>“Newsmakers with Marc Howard” is produced ‘live to tape’ and generally unedited. During major races, we will expand Newsmakers to a half –hour and allow the main candidates a forum to discuss issues.</p> <p>In the calendar year 2005, KYW-TV plans to launch a LIVE local half-hour political show on Sunday mornings.</p>	
Describe station’s efforts to analyze political/ballot issues/candidates?	<p>Since July 2004, station’s daily newscasts have exceeded corporate recommended political reporting levels (minimum of 5 minutes per day).</p> <p>Station utilizes CBS News/NY Times polling information in newscasts.</p> <p>Additionally station has partnered with local organizations such as Temple University and WPHT radio station to offer election analysis.</p>	Station’s morning newscast features KYW-TV and KYW-radio political reports.
Does station cover local campaign/convention events:	CBS 3 sent local reporters to both presidential political conventions. We have offered live interviews to both national and local candidates. We cover local, state, Congressional/Senate races extensively.	WPSG utilized KYW-TV’s political convention reports as part of morning newscast.
Describe voter registration efforts:	<p>Station aired various public service announcements featuring network talent urging viewers to register to vote before the deadline and to vote on Election Day this November.</p> <p>Station newscasts also featured stories on voter registration.</p>	Station aired various public service announcements on a regular basis featuring prime-time network talent such as Tyra Banks and Taye Diggs urging viewers to register to vote before the deadline and to vote on Election Day this November.

LOCALISM INITIATIVES

	KYW-TV	WPSG-TV
CIVIC, CULTURAL, COMMUNITY -RESPONSIVE PROGRAMMING:		
Describe all programming targeted at particular segments of the community	Minority Business Report (weekly half-hour focused on African-American business), American Latino (weekly half-hour focused on Hispanic culture) Eye on Philadelphia (weekly half-hour focused on community events and issues) CBS/Nick Kids Programming 3-hour block fulfills Children's Programming requirement	America's Black Forum (weekly half-hour focused on African-American issues)
Describe coverage of local events	St Patrick's Day Parade (3 hour telecast), Live cut-ins from Race For Cure during Sunday Morning Newscast, Live cut-ins during Sunday morning for Philadelphia Distance Run, Special coverage of Philadelphia Orchestra and Philadelphia Ballet offered on an annual basis as part of newscasts. As part of Black History Month, station profiled African-American police officers and fire fighters. 3-Hour telecast of Cardinal Installation Coverage of Irish Memorial Dedication. Coverage of July 4 th Festivities including Liberty Medal Award	Broadcast of 45 Philadelphia Phillies Games, 10 Philadelphia Flyers Games, 10 Philadelphia 76ers Games, 8 Philadelphia Soul Games. Aired special on the Philadelphia Distance Run. Aired special on WIP Radio's Wing Bowl event
Describe PSA's	Station airs numerous local and national PSA's every week with topics ranging from health, safety, and civic responsibility. Station also developed community calendar to promote community events	UPN 57 airs an average of 120 local and national PSA(s) weekly and the estimated value of the weekly ROS rotation is \$105,000. Station airs a plethora of public service announcements (various lengths), which address a multitude of local issues. Hot button topics include but are not limited to the following: Alcohol/Drug Addiction; Civic Responsibility; Diet/Exercise/Nutrition; Domestic Violence; HIV/AIDS (Awareness, Education and Prevention); Homeland Security; On-line Predators; Smoking Cessation.

LOCALISM INITIATIVES

<p>Describe coverage of local issues (consumer, health, public safety):</p>	<p>Hired the former Philadelphia Fire Commissioner and produced segments on Fire Safety; covering a variety of topics on how to escape a burning building, fire safety for your family and home, the latest equipment such as talking smoke alarms. In addition, we have looked at carbon monoxide poisoning from gas furnaces and fireplaces. This is an ongoing special series in the newscast.</p> <p>Weekly consumer report on Recalls to alert public to consumer hazards.</p> <p>Daily consumer stories with a 3 On Your Side consumer team which provides a hotline to viewers and a new e-mail consumer newsletter to keep the public informed of important consumer information.</p> <p>Weekly segment called "A Woman's View" examines issues affecting women.</p> <p>Station airs quarterly program on Health Topics entitled "Lifelines" – produced in partnership with Temple Hospital.</p>	<p>WPSG-TV airs consumer, health and public safety stories as part of morning newscast.</p>
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LOCALISM INITIATIVES

	KYW-TV	WPSG-TV
MUSIC		
Does station provide on-air opportunities for local artists?	<p>Covered audition process and concert events for Gimme the Mike talent showcase.</p> <p>Through its sponsorship of Peter Nero and the Philly Pops, the station promotes the organization's concerts and showcases the orchestra.</p> <p>The station has also supported a local week-long instrument drive for VH1's Save The Music Foundation.</p>	<p>Launched 6 week series "Gimme the Mike" – local singing competition featuring wide array of musical genres.</p>
Does station offer music in less mainstream genres?	<p>Yes, as an example station offers two annual Gospel music specials. As part of network, station also offers Grammy Awards, Latin Grammys, Kennedy Center Honors, and Country Music Awards all showcasing various genres.</p>	<p>Yes, as an example station offers VIBE music awards as part of UPN Network.</p>

LOCALISM INITIATIVES

COMMUNITY ACTIVITIES		
Examples of Non-Profit and Charity Initiatives	<p>Station has developed long-term relationships with prominent local nonprofits for ongoing events. CBS 3 is beginning the 15th year of its partnership with the Susan G. Komen Breast Cancer Foundation begun when the station help co-found the local Race For The Cure. This year, the station won a national media award from Komen for its efforts.</p> <p>In addition, other “franchise” events and relationships include its annual toy drive , the “Joy of Sharing” conducted with the Salvation Army; an annual pie sale, “Pie in the Sky” that benefits MANNA, a local organization provides meals to AIDS and HIV patients; the local Police Athletic League (GM Peter Dunn sits on the board); the local Alzheimer’s Association; the MS Society for which we sponsor both the MS Walk and MS Bike Tour among others.</p> <p>In addition, the station joined its Viacom sister stations in the market in promoting awareness of National HIV Testing Day and teamed with sister station WPHT to present a workshop to educate parents and children about the dangers of child predators.</p> <p>In the arts world, the station sponsors Peter Nero and the Philly Pops along with the Pennsylvania Ballet.</p> <p>The station also honors one segment of the African-American community (police officers/firefighters, doctors, lawyers, educators, etc.) each February during Black History Month with a special reception.</p>	<p>Station participates in various activities throughout the year such as the Eagles Youth Partnership Carnival; Flyers Wives Fight for Lives Carnival; Joy of Sharing (Salvation Army Toy Drive); Philadelphia AIDS Walk; Phillies ALS Phestival; Police Athletic League Celebrity Silent Auction; Susan G. Komen Foundation Race for the Cure.</p> <p>Both the Flyers Wives Carnival and Eagles Youth Partnership Carnival are presented as on-air television specials.</p>

LOCALISM INITIATIVES

<p>Examples of the promotion of causes:</p>	<p>CBS 3 convinced a consortium of managers of 76 building and landmarks to turn their properties pink in honor of Breast Cancer Awareness Month. Lights For The Cure has become a high profile event in the market in which the “pink skyline” promotes both breast cancer awareness and the station’s long-term commitment to this issue.</p> <p>The station’s female anchors also team-up as “The Women of Eyewitness News” to help with Breast Cancer awareness, making public appearances both individually and as a team at events throughout the year.</p>	<p>Station and The Children’s Hospital of Philadelphia enter year four of their partnership of the Teen Health Connections campaign, which is designed to improve the health and well being of teens in the greater Philadelphia region. Teen Health Connections also seeks to overcome socioeconomic barriers to healthcare, help teens make well-informed choices about nutrition, exercise and sexual behavior; discourage them from smoking, drinking or using drugs; and provide resources for them to turn to when faced with serious personal or mental health problems like violence or depression.</p>
		<p>Station hosted a group of students from William Penn High School for the annual NATAS (National Academy of Television Arts & Sciences) Media Literacy Day project where students have the opportunity to produce a public service announcement with the guidance and resources of the station. Classmates prepared scripts and storyboards and wheedled ideas down to one spot. This year’s theme – Enough is Enough – spotlights the alarming number of school-related deaths due to some act of violence in the city of Philadelphia.</p>
<p>Examples of education initiatives:</p>	<p>Station has the market’s only education reporter and airs regular reports</p> <p>Station initiated program called “Kidcaster” encouraging school aged kids to learn more about meteorology – and try out their skills with station’s meteorologist.</p>	<p>Station’s morning newscast features KYW-TV and KYW-Radio’s education reports.</p>
<p>Examples of website promoting community service/involvement:</p>	<p>Buttons featured supporting all of the organization we have partnered with along with links to their websites.</p>	<p>Station website features calendar of local events and links to various community resources.</p>



**KDKA-TV/WNPA-TV
PITTSBURGH, PA
LOCAL INITIATIVES**

LOCAL NEWS

- KDKA-TV airs 39 ½ hours of regularly scheduled local news programming each week, the most of any Pittsburgh over-the-air television station.
- KDKA-TV produces the market's only totally locally produced primetime newscast for co-owned UPN Pittsburgh
- 30% of KDKA-TV's daily programming is devoted to local news.
- KDKA-TV has been the most ambitious local market television station in the expansion of locally produced news programming:
 - KDKA-TV News at Ten on UPN Pittsburgh (M-F, 10-10:35) added Summer 2001
 - KDKA-TV News at Four (M-F, 4-5PM) added Summer 2002
 - Pittsburgh Today Live (M-F, 9-10AM) added Fall 2003
- KDKA-TV's website offers a comprehensive list of links regarding local issues such as:
 - Local weather
 - Live Traffic Cameras
 - School Closings/Delays
 - Social and Legal services for victims of natural disasters
- In addition, KDKA-TV regularly provides links to websites during its news broadcasts so that viewers can obtain additional information regarding the stories presented.

LOCAL PUBLIC AFFAIRS

KD/PG Sunday Edition

Sunday, 11:00AM – 11:30AM

The market's local newsmaker public affairs program.

The Sunday Business Page

Sunday, 8:30AM – 9:00AM

The market's local program that focuses on area business and economic development.

PROGRAMMING

- The management of KDKA-TV and UPN Pittsburgh meet on an annual basis with representatives of the community in a market sponsored ascertainment meeting. *The Pittsburgh Radio and TV Organization* coordinates this meeting in which a cross section of community leaders has the opportunity to discuss the issues they feel need attention by the local broadcasters. KDKA-TV and UPN Pittsburgh in turn compile this information and determine the issues that are of significant importance to the community and develop programming content to address them.

Steelers Pre-Season Football Games

KDKA-TV produces and broadcasts three pre-season Pittsburgh Steelers football games each season. These games usually air in primetime, and CBS network programming is preempted so that the station can provide the community the opportunity to watch these telecasts on free over-the-air television.

Pittsburgh Penguins Hockey

UPN Pittsburgh is the over-the-air broadcast outlet for 11 primetime Pittsburgh Penguins hockey games.

EMERGENCY PROGRAMMING

- KDKA-TV regularly broadcasts emergency coverage of breaking news and weather situations. Most recently, on Friday, September 17, 2004, KDKA-TV aired eight hours of uninterrupted local coverage of the flooding caused by Hurricane Ivan.
- KDKA-TV has the invested in the latest and most technologically advanced weather systems and ENG systems such as:
 - Doppler Radar
 - Stormtracker Weather Software
 - Viper Radar
 - The largest fleet of newsgathering vehicles and live trucks in the market
- KDKA-TV and UPN Pittsburgh air all EMS and AMBER alert messages. Co-owned KDKA-AM is the local primary monitoring station for both.

POLITICAL PROGRAMMING

KDKA-TV is the only local station to regularly cover local politics with the only fulltime political analyst Jon Delano and we are the one station which regularly airs key political debates and does so in highly viewed time periods.

Governor's Debate

KDKA-TV and *The Pittsburgh Post-Gazette* co-produced this debate between Ed Rendell, the Democratic candidate, and Mike Fisher, the Republican candidate, for governor of Pennsylvania. The debate aired Monday, October 22, 2002 from 7:00PM to 8:00PM (prime viewing hours).

COMMUNITY RESPONSIVE PROGRAMMING

H. The Lynne Hayes-Freeland Show

Saturday, 6:30AM – 7:00AM – UPN Pittsburgh

Hosted by KDKA News reporter Lynne Hayes-Freeland this program focuses on community issues that are significant to the area's African-American community.

Hometown High-Q

Saturday, 11:00AM – 11:30AM & 11:30AM – 12N

This station produced weekly half-hour program is the market's only locally produced FCC qualifying children's educational and informational program. The only local showcase for academic achievement. The show features area high schools students who compete in a weekly academic challenge.

Children's Hospital Free Care Fund Telethon

KDKA produces and broadcasts this annual telethon that benefits Pittsburgh's Children's Hospital. This year marks the 51st Anniversary of the broadcast on KDKA. The station donates three hours of primetime airtime hosted by the station's news anchors and reporters. The Free Care Fund's mission is to raise money so that no child is denied medical attention. During the past 50 years, this telethon has raised \$35,000,000.

Children's Miracle Network Telethon

The station produces and airs the local portions of this nationally broadcast nine-hour telethon. It is hosted by KDKA news anchors and reporters. Proceeds raised during the local portions produced by the station directly benefit Pittsburgh's Children's Hospital, and the Children's Rehabilitation Institute of Pittsburgh.

Humane Society Telethon

Each February KDKA-TV and UPN Pittsburgh produces and sponsors this two-hour telethon that raises funds for the Humane Society of Western Pennsylvania. The telethon raised \$110,000 this year.

The Teaching of Christ

Sunday, 8:00AM – 8:30AM

The Pittsburgh Catholic Diocese's Bishop Donald Wuerl hosts this local program. Half of the local population is Catholic.

The Nightly Sports Call

Monday – Sunday, 10:35PM – 11:00PM (UPN Pittsburgh)

The station produces the market's only local sports talk show on broadcast TV. The program airs on co-owned station UPN Pittsburgh.

Sports Showdown

Sunday, 11:35PM – 12:05AM

A local station produced weekly half-hour sports panel program.

MUSIC

Pittsburgh Today Live (M-F, 9-10AM) regularly showcases local music talent that performs a variety of music styles.

COMMUNITY ACTIVITIES

The following are annual campaigns that KDKA-TV supports with news coverage and on-air public service announcements:

The KD Thanksgiving Turkey Fund

KDKA airs this month long drive that raises funds to provide full holiday meals for the needy. KDKA airs announcements within its newscasts and public service announcements throughout all programming to promote this campaign. This campaign raises \$750,000 annually for the local food bank.

NEED Scholarship Night

Each June the station airs this annual drive that helps raise funds for the Negro Emergency Education Drive. This organization raises money that assists minority students with funding for their college education. KDKA donates production services and all commercial airtime on the station during a 3 ½ hour block of primetime programming.

For Kids Sake Campaign

The station produces a sponsored Public Service campaign that promotes positive parenting and positive self-esteem. In addition to the sponsor's messages, the station contributes a minimum of \$500,000 in additional airtime for a series of community outreach programs and public service messages.

KD & You & the Law

Every May the station produces and airs a telethon in which representatives of the Allegheny County Bar Association man 30 phones to answer questions from the public regarding legal matters.

Black History Month

Each February KDKA salutes the accomplishments of local African-Americans during Black History Month. These profiles are aired in KDKA's local newscasts and as vignettes that air during other dayparts on the station.

Extra Effort Award

Every week, the station recognizes top local high school students who excel in academic achievement, civic accomplishments, and athletic participation.

Snowball Softball

In January KDKA supports and promotes this winter softball game in which 10,000 participants raise money for the March of Dimes.

Taste of Pittsburgh

Each April the station supports and promotes this festival of food from local restaurants to raise funds for the Pittsburgh Food Bank.

The Pittsburgh Blues Festival

In July the station supports and promotes this festival which attracts 30,000 people and benefits the Pittsburgh Food Bank.

Three Rivers Arts Festival

In June KDKA supports and promotes this three-week festival which showcases local artists and their wares. This event occurs outside of the station's downtown facility. Annual attendance is 500,000.

AIDS Walk

Each June the station supports and promotes this walk which benefits the Pittsburgh AIDS Task Force.

I. JDF Walk

In September KDKA supports and promotes this walk which benefits the Juvenile Diabetes Foundation. Over 4,000 walkers participate.

MS Walk

Each April we support and promote this walk which benefits the Multiple Sclerosis Society of Pittsburgh.

The following are annual campaigns that UPN-Pittsburgh supports with news coverage and on-air public service announcements:

Snowball Softball

In January the station supports and promotes this winter softball game in which 10,000 participants raise money for the March of Dimes.

Taste Of Pittsburgh

Each April the station supports and promotes this festival of food from local restaurants to raise funds for the Pittsburgh Food Bank.

The Pittsburgh Blues Festival

In July the station supports and promotes this festival which attracts 30,000 people and benefits the Pittsburgh Food Bank.

Three Rivers Arts Festival

In June the station supports and promotes this three-week festival which showcases local artists and their wares. This event occurs outside of the station's downtown facility. Annual attendance is 500,000.

AIDS Walk

Each June the station supports and promotes this walk which benefits the Pittsburgh AIDS Task Force.

J. JDF Walk

In September the station supports and promotes this walk which benefits the Juvenile Diabetes Foundation. Over 4,000 walkers participate.

MS Walk

Each April we support and promote this walk which benefits the Multiple Sclerosis Society of Pittsburgh.

The following organizations have recognized KDKA for its contributions in community service:

**Pennsylvania Association of Broadcasters – Award for Excellence 2000
(Best Public Affairs Program)**

**Pennsylvania Association of Broadcasters – Award for Excellence 1999
(Best Spot News Coverage)**

United Way of Allegheny County – 2000 Pacesetter Campaign

National Multiple Sclerosis Society – Recognition of 2002 Media Support

Juvenile Diabetes Foundation – Public Service Award for Outstanding Support

**Pennsylvania Association of Regional Food Banks – Recognition for support in fighting
hunger in the Commonwealth of Pennsylvania**

**The station has been recognized for its participation in many additional community service
campaigns that is too numerous to list**

KMAX-TV
SACRAMENTO, CA
LOCAL INITIATIVE REPORT

LOCAL NEWS

KMAX TV airs local news coverage through our morning show, *Good Day Sacramento*. This is a composite program that airs five hours per day weekly – and most recently – six additional hours on weekends.

During the year-to-current, we have aired an estimated 520 hours of local news and issues programming during *Good Day Sacramento*. In addition, the vast percentage of the program offers other information important to our community such as our Car Czar franchise that allows the “uninformed” to get automotive questions and issues resolved through viewer interaction. We regularly interview medical experts, local small business owners to help promote local business; we promote the local arts, culture, school sporting events, local job openings, and much more. We have made an effort to continue our ascertainment of the community; and as *Good Day Sacramento* continues to offer local news and information, our station is the only local broadcast that offers this type of local interactivity with our viewers.

We’ve also made great efforts to have a diverse pool of on-air talent to appeal to our diverse community. Our station is also in the process of providing our live programming in SAP format to reach the growing Spanish-language population.

Another way that KMAX has provided extensive local news/issues coverage is through our extended broadcast of the local “Run To Feed the Hungry” event presented by the Sacramento Food Bank Services. This event takes place on Thanksgiving morning and in addition to promoting and creating on-air programs to encourage participation, we have provided live coverage to highlight the over 7,000 participants and interview key people that help create this program that feeds thousands of local area residents annually. This effort raised a net of \$140,000 in food donations and shoes for local families.

Most recently, we aired a two-week campaign through news to provide information to viewers of our local homeless issue. As part of a station effort we provided viewers information on how they could support local homeless families to get their kids to school. This aired as part of our “Stuff the Bus” campaign in conjunction with local school districts. This effort raised \$7,000 in school supplies and uniforms.

The station also offers breaking news coverage. Most recently, we provided coverage of a local dam break that could have affected hundreds of residents. We kept our viewers up-to-date on the cause of the break and repairs. We also interviewed several key people to provide our viewers with a comprehensive look at what we might anticipate from this problem.

We also provided extensive coverage of local fires that destroyed hundreds of homes and notified viewers of evacuation processes and help services.

LOCAL PUBLIC AFFAIRS

We have regular public affairs segments during the show in which we interview experts and open the telephone lines to viewers for Q&A. Some examples of this from year-to-current are:

Program	Interviewed
• Pending Townhall Meeting to discuss local Issues – example, Medicare	Congressman Robert Matsui
• Local programs available for home-buying California Housing Finance Agency	Theresa Parker, Executive Director
• Economy's effect on education California Association	David Sanchez, VP
• Increased violence in schools/protecting youth	Terese Sorrention, Counselor
• Career building/starting over in the workforce	Kathy Sanborn, Career Coach

EMERGENCY PROGRAMMING

KMAX-TV was one of the original stations to partner with local law enforcement and the California Broadcasters' Association to introduce the Amber Alert in the region. Our Public Affairs Director attended the initial training seminars and assisted in the set-up of the program at the station. KMAX-TV also upgraded our software to operate the program. The Engineering and News staffs have worked closely together - and with radio and law enforcement - to assure that alerts are handled in a timely and effective manner. Our efforts have helped, along with other broadcasters, to successfully notify our community and locate missing children in California. We have received calls from members of the local community thanking us for our efforts.

POLITICAL PROGRAMMING

KMAX-TV hosted a live broadcast of the recent California Governor's Debate, and kept viewers up-to-date on the governor recall election leading up to this debate and the election of the current governor of California. During this period we interviewed the following candidates who were running for election:

-Joe Guzzardi 8/26	-Tom McClintock 9/10
-Ken Hamidi 8/27	-Paul Mariano 9/12
-Arianna Huggington 8/28	-Diane Templin 9/15
-Randy Sprague 9/2	-Audie Bock 9/16
-Gino Martorana 9/2	-Bryan Quinn 9/17
-Leonard Padilla 9/3	-Calvin Louie 9/18
-Cheryl Bly-Chester 9/4	

The station also aired live coverage of the governor's State-of-the-State address in January 2004. Viewers were provided complete coverage as well as commentary during *Good Evening Sacramento*, our locally produced magazine show that focused on local information. The entire one-hour show was dedicated to the State-of-the State broadcast.

Most recently, KMAX airs *Make It Count*, a CBS network-produced half-hour, weekly political program on the 2004 presidential campaign. The program offers viewers a spirited and fresh mix of reporting on Campaign 2004 to help illuminate and explain the latest news and most pressing issues.

As with all, this program is critical to our local viewers who reside in and around the capital of California and have a profound effect on local legislation.

CIVIC, CULTURAL AND OTHER RESPONSIVE PROGRAMMING

KMAX-TV has aired local civic, cultural and other responsive programming through *Good Day Sacramento*. The station also produced *Good Evening Sacramento* from August 2003 through September 2004 to address these local programs. KMAX recruited staff from the community to develop local programming that promoted our region in a fun and informative way. Examples of such programming from both shows include:

Civic

- Introduced new “Stop Family Violence” Stamp 10/03
- Interviewed California Coalition for Youth staff 1/04
- Farmers Market featuring local growers 5/04
- Child Abuse Prevention Month topics 4/04

Cultural

- Sacramento Festival of Cinema-featuring local artists 10/03
- Arts: Nutcracker Ballet 11/03
- Filipino Dance Troop 12/03
- Black History Month Celebration 2/04
- Performing Arts: Folsom High School Production 4/04
- Scottish Heritage for Tartan Day 5/04
- “Sitting in Paradise” Hawaiian Cultural store 5/04
- “Latino Life” at La Raza Galeria Posada 5/04
- Strawberry Festiva/Asparagus Festival/Cherry Festival 5/04
- Cinco de Mayo Heritage Celebration 5/04
- Greek Food Festival 6/04
- Performing Arts: 5th Annual “Blues in the Park” 6/04
- Interview with Author of “Your Musical Child” 6/04

Responsive Programming

- Promoted new “Stop the Violence” Stamp 10/03
- Several interviews with experts to offer information during Breast Cancer Awareness Month.
- Live broadcast of “Run To Feed the Hungry” to raise money, canned food and tennis shoes for local food bank services 11/03
- Interviewed professional counselor to address the issue of increased school shootings and how one can protect their child.
- Covered Starbuck’s Coffee’s holiday toy drive to benefit Starlight Children’s Foundation. 12/04
- Interviewed members of United Way and Sacramento Food Bank who offered advice on how to get started in community outreach. 1/04
- We hosted Throw It Out Week to encourage community to donate old items that United Way could recycle for cash. 1/04

- 5/04

- *Sacramento Zoo “Ice Cream Safari”*
-KMAX produced and aired.

Airs: 134 / Value: \$33,500

- Airs: 138 / Value: \$32,000

- Airs: 238 / Value: \$47,600

- Airs: 154 / Value: \$38,500

- Airs: 110 / Value: \$1,500

KMAX has featured local musicians through live performances and interviews during *Good Day Sacramento* and a *Good Evening Segment* called “Culture Club” in which our reporter went on location to entertainment venues to highlight local artists . During the summer KMAX hosted an on-air concert series to feature a different local artist or group each Friday and promoted weekend performances. Examples of music formats included jazz (Carol Toca Band), Rock, Gospel (Church groups) and mainstream.

In addition, the station has also hosted two major local telethons. During the following listed telethons, KMAX on-air talent hosted local cut-ins in conjunction with national telethons throughout the days to successfully help raise thousands of dollars for local efforts:

- 1/04

- 9/04

KMAX has developed a strong partnership with various local colleges and universities to offer a comprehensive internship program to students with a related major. Students gain hands-on experience in various areas such as news journalism, production, marketing & research, promotion/public relations, graphic design and public affairs. The public affairs director provides campuses with up-to-date descriptions of internship openings, and educators often visit the station to get direct knowledge of their students' progress and our training programs. Interns are selected through a screening process of educational background review. This gives the student the opportunity to develop preparation skills for applying for and preparing for training in a work environment. Participants are given responsibilities that require use of fundamental knowledge and skills and job shadow in competency area. Halfway through the internship

semester, the interns receive a written assessment of their performance, attendance and work ethic.

Greater Sacramento Urban League “Dared to Dream Luncheon”

KMAX sponsored this luncheon that honored local women of diverse backgrounds and ethnicities who make a difference in our community. The station produced and aired 30-second PSA (value \$34K), promoted the event on *Good Day Sacramento*, and provided the Mistress of Ceremony.

Make-A-Wish Foundation “Winter Wine & Food Fest”

KMAX sponsored this event to help raise funds for the organization. This year’s event was attended by more than 4,000 and raised an estimated 500K.

Observer Media Group “Anniversary Gala and Black Expo 2004”

KMAX partnered with the Observer to present their 30-year anniversary gala to recognize the African American Publication and its contributions to the community. The station also partnered on the Black Expo 2004 event that provided product, service, health and job information to attendees. The station produced two 30-second PSAs and hosted a job booth at the Expo.

NOW (National Organization for Women) Scholarship Award Luncheon

KMAX supported the NOW luncheon which recognized local young female students pursuing a career in the educational field. The students were recipients of scholarships provided by local businesses. KMAX provided a Mistress of Ceremony to assist with the event and provided news coverage.

Media Workshop

KMAX public affairs director participated in a local workshop for non-profit directors/managers on how to present non-profit events and programs to the media for support.

Volunteer Center of Sacramento “Volunteer Recognition Luncheon”

KMAX was an in-kind sponsor for this recognition luncheon held to honor local volunteers who have gone above and beyond to serve the community. The station provided ‘Thank You’ items for the attendees and the Master of Ceremony.

United Cerebral Palsy “Tribute Dinner”

KMAX sponsored the UCP Tribute Dinner that honored a corporate representative for her contributions to the non-profit organization. The station produced five-minute 2004 Humanitarian Award video presentation. KMAX also produced and aired a package on UCP “Saddle Pals,” the therapeutic horse riding program supported by the honoree’s corporation.

Friends for Kids

KMAX sponsored this fundraising event to benefit the Friends for Kids organization. The station produced a 30-second PSA and provided emcees for the event.

Renaissance Tudor Fayre

KMAX sponsored this cultural event to benefit the Juvenile Arthritis Foundation. The station featured the event through liveshots on *Good Day Sacramento* and *Good Evening Sacramento*.

Stanford Home for Children's "Corporate Softball Tournament"

KMAX sponsored this fundraising event to benefit the children's home. The station produced a 15-second PSA and fielded a team for the tournament. We also hosted a live softball team tryout on *Good Day Sacramento* to promote the event.

"Stuff the Bus" Back-to-School Supply Campaign

KMAX developed a partnership with local school districts and created this campaign to raise school supplies for the estimated 5,000 homeless kids in the area. The station used on-air promotional resources to raise 70 containers (\$7,000) worth of supplies for the 2004-2005 school year. The station created a 30-second call-to-action PSA to encourage donations, produced and aired a package story that profiled a local family that needed assistance, held a two-week on-air live campaign and a liveshot during the end of the campaign. The station also worked with local retail outlets to provide purchase and drop off points.

*KUTV-
Salt Lake City, UT
Localism Initiative*

Local News

About our Newscasts

2NEWS strives to provide the most accurate, up-to-date local news in the market and prides itself on unique, interesting coverage. In addition to local news, 2NEWS is the only local station to add a third anchor dedicated solely to national/international news in each newscast. Over the past several months the station has added a half-hour of news to the weekday morning show, now delivering three hours of local news every weekday morning. In addition, a new weekend morning news hour is now the only local news option on Saturday and Sunday.

*Currently 2NEWS provides 37.5 hours of live, local news each week.

News on the Web

www.kutv.com is the most up-to-date website in the market. In addition to local news headlines and streaming stories, the weekday noon show streams live daily on the Internet. It is the first and only local news broadcast in the market to do so. KUTV.com provides viewers supplemental information on health, consumer and investigative stories which air daily on 2NEWS. The website also carries live-streaming video during breaking news or offers links to more information. www.kutv.com also offers live weather radar, as well as, complete forecast information.

*www.kutv.com receives approximately 350,000 page hits per week.

Local Public Affairs

2NEWS produces and broadcasts the following segments, providing viewers in-depth information on local issues:

Get Gephardt

Investigative reporter Bill Gephardt takes on major corporations or government entities helping viewers who are caught in red-tape.

The Gephardt unit takes about 250 calls to the tip line each week and approximately 150 e-mails from viewers with consumer complaints. Bill Gephardt airs 5 nights a week on the 10:00pm newscast. Reports range from two minutes to four minutes.

Healthy Living

Medical reporter Shauna Lake and producer Kathy Wilets produce health related stories which air daily in the 5:00 pm Monday-Friday newscast. These features focus on topical health issues including, alternatives to the recent Vioxx recall and innovative procedures happening at local hospitals or clinics.

Healthy Living runs between one minute and thirty seconds and two minutes.

Fresh Idea

News anchor Michelle King offers unique consumer news in these daily reports. Fresh Idea informs viewers about a variety of subjects from saving money to saving time. These reports air Monday – Friday in the 6:00 pm news.

Wednesday's Child

2NEWS has a long partnership with the Adoption Exchange and Wednesday's Child program. Each Wednesday, Kevin Eubank features a special-needs foster child in need of a home. These reports air on 2NEWS This Morning, 2NEWS at Noon and 2NEWS at 4:00 pm.

Take 2

Political reporter Rod Decker hosts a one-hour local-issues program every Sunday. Guests on the show include everyone from names-in-the-news to political candidates. The shows feature an in-depth look at what's happening that week in news or politics.

Talkin' Sports

Talkin' Sports airs live every Saturday and Sunday night. Anchored by David James, Talkin' Sports features highlights of local and national teams. In addition guests, such as, local coaches and players and other sports analysts join David for commentary on the week in sports.

Emergency Programming

Live/On-the-scene/Emergency Coverage

2NEWS is dedicated to making sure viewers are informed of emergency situations during non-news times as well as during local news broadcasts. From Amber Alerts to Severe Weather the 2NEWS team responds quickly to make sure information is being passed along to the public. Examples of this coverage include:

*2NEWS breaks into programming and airs live coverage in newscasts of all local Amber Alerts. This is supplemented by crawls at the bottom of the screen and information on kutv.com.

Amber Alerts connected to Utah aired on the following days: Jan. 22, 2004; Jan. 28, 2004; Feb. 3, 2004; June 24, 2004; July 13, 2004; Oct. 6, 2004

*Funnel Cloud/tornado warning in Central Utah: September 29, 2004

*Back-country snow warning: September 20, 2004

*Flash Flood warning: July 15, 2004

*Severe Weather Warning: June 28, 2004

*High-wind warning: June 18, 2004

*Severe Thunderstorms: May, 26-28, 2004

*2NEWS carried live, continuous coverage of a six-alarm fire at a paper recycling plant. This fire caused traffic accidents on nearby roads, sent dangerous smoke into the air and required help from every fire agency in the city. 2NEWS allowed firefighters to ride-along in SKY2 to get a birds-eye view of the flames. Firefighters later said this helped them.

ENG Equipment

1 Dual-path Satellite/microwave truck

1 Helicopter

7 Microwave trucks

Weather Equipment

Weather Central Graphics

Exclusive AWS Weather Net System – AWS provides live weather data and cameras from various locations throughout the state and country.

Storm Tracker-Top of the line, weather vehicle with the most current tracking devices

Political Programming

2NEWS is dedicated to providing comprehensive political coverage. That includes covering the state legislature from debates and elections. Examples of this coverage include:

*State of the State - 2NEWS aired live coverage of Governor Olene Walker's State of the State address on January 22, 2004. 2NEWS also aired live coverage of the democratic response to the Governor's address, other stations all aired taped responses.

*Live coverage in shows and throughout the night of Primary Races.

*Utah Attorney General, Mark Shurtleff, participated in a live half/hour discussion on polygamy laws on August 8, 2004.

*A half-hour show on the state of Utah's public schools aired on August 29, 2004

*An hour-long debate on Proposition 3 aired on September 1, 2004. Prop 3, if passed, would amend Utah's constitution defining marriage as between a man and woman.

*Live coverage of felony charges against Salt Lake County Mayor, Nancy Workman. This coverage included a live press conference by the district attorney and a live press conference by Mayor Workman. September 7, 2004

*A taped half-hour debate between candidates for 2nd Congressional District aired on September 26, 2004, this debate was also later aired by C-Span. This debate was followed by a live half-hour debate between candidates for Salt Lake County Mayor.

*Live debate during 2NEWS This Morning and again on 2NEWS at Noon between remaining candidates as SL County Mayor announced her departure from the Mayor's race. October 12, 2004.

*Live half-hour Governor's Debate October 18, 2004.

Promotional Coverage

Park City Jazz Festival August 27th-29th, 2004-

In 2004 The Fidelity Investments Park City Jazz Festival returns to Deer Valley and the Canyons for its seventh annual weekend of smooth jazz and fun. World-renowned jazz musicians entertain for three spectacular nights of entertainment. KUTV will sell exclusive sponsorships to local advertisers and will support the Festival as the exclusive television partner with on-air promotion spots, spot production and news coverage.

Blues & Brew Festival September 17th and 18th, 2004-

This two-day festival at the Gallivan Center offers the best talent from local and regional blues musicians and breweries in Utah. The blues portion of the event bring together some of the best blues artists in the country. The brews portion of the event consists of samples, pints and education on the best brews from local breweries. This is the Gallivan Center's largest event for the year.

K. Optimum Wellness

Optimum Wellness is an innovative program designed to inform, educate and encourage the community on the importance of taking charge of their health. Nutrition, stress management, exercise, even a good night's rest are just some of the topics that will be highlighted. The goal is to give the community tools to promote their optimum well being.

Chilli Affair to Benefit the Road Home September 22nd, 2004

The 2004 Chilli Affair to Benefit the Road Home was held on September 22nd, 2004 at the Salt Palace. KUTV supported the event with KUTV Talent as emcees, on-air coverage and auction items.

Keys 2 Success September 2004-May 2005

KUTV is partnering with a local automotive dealer to provide educational incentives to earn "keys" for academic achievements. 500 "keys" will be given out at each of the 50 participating schools. At the end of the year one key in each school will start a car that a student will win. A total of 50 cars will be given to high school students throughout Utah. KUTV is supporting the campaign with extensive on-air coverage, production and promotion.

Connecting 2 Kids

Connect 2 Kids is designed to allow sponsors to help educate the community with programming about character, life skills and safe and drug-free school initiatives. The program is an on-air and in-school program. 2, 30 minute segments will be aired per quarter.

Check Your Health

Since its inception in 1994, KUTV – partnering with the Utah Department of Health and other local sponsors, have been committed to bringing viewers the latest information to help keep families healthy.

Weekly news segments air on Fridays at 4:55 a.m. repeating at 8:55 a.m. in addition to news stories in the a.m. and noon shows.

Baby Your Baby

The Baby Your Baby campaign began in 1988 by KUTV in partnership with the Utah Department of Health and other local sponsors. Baby Your Baby is a health program for mothers-to-be and those who care about them. Expectant mothers are encouraged to seek early and regular prenatal care. A 1-800 hotline is offered for additional referral and resource information.

KPIX-TV/KBHK-TV, San Francisco, CA Localism Initiatives

Local News:

CBS 5 airs five daily newscasts totaling four hours and four Saturday and Sunday newscasts totaling 3.5 hours each day. We air eight 30-second News On The Hour updates each day. In 2003 we added weekend morning news on CBS 5 and UPN Bay Area.

Our 11PM newscast is translated into Spanish on our second audio (SAP) channel. Additionally our local news is rebroadcast in part by KTSF, an Asian language television station in the San Francisco Bay Area.

We produce many half-hour and hour-long debates and news specials, on topics ranging from elections, to the war in Iraq, to urban violence. We schedule news specials and debates to air in prime access 7:00-8:00 PM.

The station maintains news bureaus in Oakland, Walnut Creek, San Jose, and Sacramento California – and in conjunction with the San Francisco Chronicle – in Washington, D.C.

We have an editorial partnership with the San Francisco Chronicle and KCBS-AM Radio. Additionally we work with such public policy organizations as the World Affairs Council of Northern California, the Commonwealth Club, and the Public Policy Institute of California.

We use a polling service, Survey USA, to poll Bay Area residents on public policy issues.

We have a news staff of approximately 125 full-time employees, plus roughly another 25 casual or part-time news employees. About 35 staff members appear on the air. The rest work behind the scenes as writers, producers, tape editors, assignment editors, production assistants, photographers, managers and studio technicians.

We have a substantial investment in capital equipment, including a fleet of 21 microwave “live” trucks, two vans and a satellite truck; cameras and gear; studio equipment; news sets; weather and traffic software and hardware.

We encourage viewers to visit our website, which carries video of our news stories, full scripts of our regular newscasts, as well as news not available on our newscasts. The website, www.cbs5.com, contains detailed information about our station and how to provide us with feedback. It also has live cameras of various parts of the Bay Area and detailed, custom weather forecasts.

Our news reporting includes weekly segments devoted to investigative, medical, and consumer matters.

Our Sunday morning newscast contains a regular segment by Jim Steyer, of Common Sense Media and Stanford University, analyzing and critically evaluating the media, with a particular eye to its impact on children.

Local Public Affairs:

CBS 5 produces a weekly half-hour Public Affairs Show, “Bay Sunday”. “Bay Sunday” features community leaders as guests discussing a range of policy issues.

Additionally CBS 5 airs a weekly half-hour Public Affairs Show, “Mosaic” produced at the CBS 5 Studios. “Mosaic” explores spiritual issues and community needs within the San Francisco Bay Area.

UPN Bay Area produces a half-hour Public Affairs Show, “Bay Area Focus with Susan Sikora”; the program airs the first, second, and third week of every month. It is an interview program examining local issues relevant to the Bay Area community. On the fourth week of every month, UPN Bay Area airs “Black Renaissance”; a locally produced half-hour devoted to the needs and concerns of the African-American community living within the Bay Area.

On September 9th, 2004, from 7:00-8:00PM, CBS 5 broadcast a Town Hall, “Next of Kin” with 19 families from Northern California who lost a family member in the War in Iraq. The Town Hall was produced in partnership with KCBS-AM and the San Francisco Chronicle. The station hired seven therapists, who are employed at the Veteran's Administration Hospital in San Francisco, to be available to talk with the families following the Town Hall.

CBS 5 produces a daily half-hour local program, “Evening Magazine” which airs Monday-Friday from 7:00-7:30PM, and is repeated on UPN Bay Area. The purpose of this hyper-local program is to celebrate the people and the places of the San Francisco Bay Area. “Evening Magazine” airs one to two community/public affairs segments per week. The community-oriented stories airing on “Evening Magazine” range from dedicating entire shows to covering the Northern California Winter Special Olympics in Lake Tahoe; to featuring a free tennis camp for under-privileged youths at Mills College in Oakland; to a story highlighting a local company that donated their resources in order to design the logo for the Alzheimer's Association's Memory Walk; to a story about children with learning disabilities in the mid-Peninsula; to a story about Operation Mom, moms preparing care packages to send to their sons and daughters serving in Iraq; to showcasing how a Habitat For Humanity home is built from land selection to completion.

“Evening Magazine” following September 11th helped raise over a million dollars for The American Red Cross – all from local bay area companies and viewer donations.

In 2005, Evening Magazine plans to become a crucial fund raising tool for Children's Hospital in Oakland, California.

Creating or Selecting Programming:

Station managers attend two meetings every month with community leaders and non-profit organizations. One meeting is held in the city of San Francisco and the other meeting is held in the city of San Jose. It is an opportunity for local non-profits and community leaders to pitch story ideas and discuss media coverage of their organizations. Typically the meetings last two hours and 5-6 organizations attend each meeting. For example last month's meeting led to news coverage on Southeast Asian youth and the local initiatives underway to Stop the Violence in Contra Costa county.

Additionally station management is available to meet with local organizations at their request.

Creating or Selecting Programming – continued:

CBS 5 pre-empted CBS network programming three times a year to air the pre-season San Francisco 49er games. In 2003 CBS 5 pre-empted one hour of network programming on July 4th to air a Fireworks/4th of July Special.

Emergency Programming:

Both CBS 5 and UPN Bay Area participate in EAS and AMBER Alerts.

We have three weather systems provided by WSI, Barrons, and AWS. These systems include radar, emergency alerts, mapping, forecasts, weather history, and detailed information from 75 monitoring stations at schools and public institutions throughout our region.

Our investment in ENG includes 21 live trucks and an extensive microwave relay system of transmission and receive sites.

We have provided valuable and, undoubtedly, life-saving information about earthquakes, floods, fires, toxic releases, and other life-threatening situations on a frequent basis. We provide detailed traffic coverage in conjunction with KCBS-AM and the Shadow Traffic Network. We fly a helicopter daily with live transmission capability.

The CBS 5 News Department is ready to go live whenever the need arises.

Political Programming:

Politics is an integral part of our newscasts. We have a full-time political reporter, as well as the aforementioned reporters in Sacramento and Washington, D.C.

We aired two San Francisco mayoral debates (commercial-free) in prime access in 2003; additionally we aired an hour Town Hall with Governor Gray Davis, prior to the California gubernatorial recall election. Mr. Schwarzenegger was invited to participate but declined.

We have tried relentlessly this political season to schedule a debate with Senator Barbara Boxer and her opponent Bill Jones to air 7-8 PM. As of this writing they have not agreed to the debate. The debate would be produced at CBS 5. The debate would air on CBS 5, and be repeated on UPN Bay Area, KQED-TV, KDTV (Univision), and it would be simulcast on KCBS-AM and KQED-FM. The San Francisco Chronicle and the Commonwealth Club would participate in the debate as well.

We evaluate issues and political advertising on our newscasts throughout election campaigns – and we provide the same coverage of government in between elections.

We travel throughout California to examine how voters in different parts of the state view issues in an election. We travel to primaries (New Hampshire, Iowa), debates, conventions (Democrat and Republican) and a swing state (Ohio).

Political Programming – continued:

We work with the California Library System, the League of Women Voters, and the Easy Voter Guide Project and the San Francisco Chronicle to produce Easy Voter Election Guides to voters in English, Spanish, and Cantonese.

UPN Bay Area's It's Up to You Youth Political Participation Campaign

“It's Up to You” is a nonpartisan broadcast and Internet based campaign to engage youth in the political process. It was launched in May 2004. Public Service Announcements by political and entertainment personalities were produced and aired on UPN Bay Area. In addition to the public service announcements youth are encouraged to go to the UPN website: www.upnbayarea.com where they find the following message and other websites for more information.

UPN BAY AREA “IT’S UP TO YOU”

YOU have the power

YOU have the right

It may sound like a cliché, but the fact of the matter is one vote can make a difference.

Make sure your voice is heard and register to vote.

Just click on any of the links below the picture for voter information.

Remember, “IT’S UP TO YOU.”

Candidates are regularly interviewed on our weekend morning newscasts and on our public affairs programming.

Civic, Cultural and Other Community-Responsive Programming:

CBS 5 and UPN Bay Area sponsored two high school students to attend a two-week workshop at the Bay Area Multicultural Media Academy put on by the Center for Integration and Improvement of Journalism at San Francisco State University. BAMMA is a two-week summer workshop for young people of color and economically disadvantaged Bay Area youth who are interested in journalism. CBS 5 has been sponsoring this program for ten years.

The stations also sponsor a student to participate in the Exploratorium’s “learner” program. It is a program developed by the San Francisco Science Museum – Exploratorium – to teach high school students to “explain” the exhibits to young children visiting the museum in a proactive, hands-on environment.

CBS 5 and UPN Bay Area participated in the Emma Bowen Internship Program in 2003 and 2004. Both stations worked with an intern from the Emma Bowen Internship Program; the intern worked in the CBS 5 News Department, the Communications Department and the UPN Bay Area Sales Research Department. The intern will be returning to CBS 5 and UPN Bay Area in June 2005.

Public Service Announcements/Vignettes/Donations:

CBS 5 airs approximately 5,200 public service announcements per year, and UPN Bay Area airs approximately 2,500 public service announcements per year.

CBS 5 and UPN Bay Area produce approximately 190 public service announcements per year for non-profits that do not have the funding to produce targeted public service announcements. Both stations donate tours of the broadcast facility to schools and charities throughout the year, approximately 45 tours per year.

CBS 5 and UPN Bay Area produced and aired vignettes celebrating Black History Month, Asian Pacific Month, Gay Pride Month, Latino Heritage Month, and the International Museum of Women for Women’s History Month.

UPN Bay Area worked with Youth Movement Records to edit a PSA based on the performance of one of the youth performer’s, “Stop the Violence” messages. Given the rise of urban violence, UPN joined with a youth organization to create a message by and for young people that aimed at curbing violence. Youth Movement Records is a youth-run recording company and youth-development project in the Bay Area. The program model has a proven track record of engaging young people, teaching marketable skills and creating a positive youth culture. Entirely youth-directed, YMR uses music, mentoring, individual industry and good-times to build self-esteem and community change.

What's Going On - We feature upcoming local events during an on-air segment we call *What's Going On*. The segment airs during our morning newscasts and during "Evening Magazine"

Additionally we promote - on average 30 community events - on each station's website, www.cbs5com and www.upnbayarea.com.

UPN Bay Area and CBS 5 Served as Media Sponsors for AIDS LifeCycle Raising Critical Awareness that Helped Raise Nearly \$5 Million

More than 1,600 participants in AIDS/LifeCycle 3, both Cyclists and their support team of volunteer "Roadies," celebrated the conclusion of their seven-day bicycle trek from San Francisco with an inspiring and moving ceremony at Dodger Stadium, June 12. AIDS/LifeCycle 3 spanned 7 days from June 6-12. CBS 5 produced a half-hour show hosted by CBS medical reporter, Dr. Kim Mulvihill, which aired on UPN Bay Area about the seven-day bike ride. Both stations created seven PSA's to encourage recruitment and participation in the race.

CBS 5 medical reporter, Dr. Kim Mulvihill, rode on the ride and fed back daily news reports which aired on the noon newscast and the 5:00 PM newscast on CBS 5.

The third annual event, generated almost \$5 million in donations for crucial HIV/AIDS Services – a 20% increase over 2003 in terms of both cyclists and funds raised. Each cyclist was required to raise a minimum of \$2,500 to participate, and many exceeded that amount.

Both stations will return as the sponsor for this event in 2005.

Civic, Cultural and Other Community-Responsive Programming – continued:

March for the Arts:

March for the Arts, sponsored and supported by CBS 5, is a major fundraising event for Youth Arts programs Services. The March took place in San Jose on October 3, 2004. This event benefited seven nonprofit organizations that offer arts programs and services for young people, from infancy through high school. These seven organization serve over 100,000 youth every year and in many cases provide the only direct arts education many of these youth have. CBS 5 supported this event through public service announcements, two stories airing on "Evening Magazine", and news coverage. Two CBS 5 personalities were the emcees for the event.

Bayview Hunter's Point:

UPN Bay Area is working with representatives of the Bayview Hunter's Point Project Area Committee to develop a PSA campaign targeted at youth to promote some of the progressive projects underway in the violence-torn community. The PSA will be finished in two weeks.

CBS 5 hired a high school student from the Bayview Hunter's Point Area through an internship program established by San Francisco Mayor Gavin Newsom. The student worked on a part-time basis Monday-Friday in the CBS 5 newsroom from June through August. The intern spent the majority of the summer working directly with the news reporters – often going out with them on news stories.

Music:

CBS 5 provides on-air opportunities for local artists to appear periodically on “Evening Magazine”. Local artists are interviewed on “Evening Magazine” – some “Evening Magazine” programs have been broadcast from local cultural events, i.e. the local Grammy’s, SF JAZZ, SF Symphony, Opera In the Park, SF Ballet, and Music In the Park San Jose.

Station Participating in Community Activities:

Food for Bay Area Families – On-Going Commitment to Support All the Bay Area Food Banks:

Food for Bay Area Families, CBS 5 and UPN Bay Area are continuing the Food Drive initiated in 2002. In this effort we partner with KCBS Radio, KFRC Radio, the San Francisco Chronicle, United Way of the Bay Area, and the Bay Area Food Banks to raise awareness of hunger in the Bay Area and to help feed those most in need. Over a six-week period so far this year, CBS 5’s Evening Magazine and the CBS 5 News Department have aired six stories about the growing need to help those less fortunate – particularly the children. A website is set-up so viewers can donate on-line – food barrels are deposited at Albertson’s grocery stores throughout the Bay Area so viewers can drop off food. Promotional announcements encouraging viewers to donate cash or food air throughout the campaign. Food for Bay Area Families helps 1,840 agencies provide food to the needy. At the end of last year’s drive thousands of dollars were donated to the Bay Area Food Banks and over 200,000 pounds of food were distributed to Bay Area families. Our current drive will continue through New Year’s Day.

Station Participating in Community Activities – continued:

Every year during the drive we select one day as “Feed A Family” day and we broadcast live during all of our local newscasts. We broadcast from food drop-off locations throughout the Bay Area beginning at 5:00 AM and continuing through the conclusion of Evening Magazine at 7:30PM. We broadcast from four different county areas within the SF DMA.

Bay Area Kids/Evening Magazine:

“Child Adoption Program” – For 11 years, CBS 5 has highlighted local children in need of adoption, which also includes each week a hotline viewers can call if they are interested in giving children a new home. Since it was first started, CBS 5 profiled 351 children, and 86 percent of them have been placed in homes. More than 18,300 viewers have called the hotline. “Evening Magazine” airs a monthly segment on a child in need of adoption, called “Bay Area Kids”.

Hands on San Francisco/May 8, 2004:

CBS 5 created three PSAs in support of Hands on San Francisco Day, May 8th, 2004. More than 1,500 volunteers contributed more than 7,500 hours in 50 projects on May 8th. Both CBS 5 and UPN Bay Area supported the program with on-air presence, news coverage, and a special segment airing on “Evening Magazine” broadcast originally on CBS 5 and repeated on UPN Bay Area.

Sponsorships:

CBS 5 and UPN Bay Area sponsored and supported The Komen Race for the Cure, The National Kidney Foundation Walk, The American Lung Association Walk, Alzheimer’s Memory Walk, the American Cancer Society Walk, AIDS Lifecycle, and Pediatric AIDS UCSF Walk with on-air promotional announcements, news coverage, and stories on “Evening Magazine”.

CBS 5 and UPN Bay Area sponsored the Bay Area's Summer Reading program which continued throughout the summer with bi-weekly stories airing on Evening Magazine – and readings by CBS 5 news talent at various libraries. We donated prizes to the libraries, ranging from tickets to amusement parks, local museums, and local aquariums. Additionally one of the CBS 5 clients donated twelve roundtrip airline tickets to Disneyland to the top summer readers. Over 75,000 children participated in this year's Summer Reading Program – a program supported and sponsored by CBS 5 since 1993.

CBS 5 and UPN Bay Area sponsored the St. Patrick's Day Parade, the Half Moon Bay Pumpkin Festival, the Oakland Parade benefiting Children's Hospital in Oakland, California, and several local town parades throughout the year (in the cities of Pleasanton, Livermore, Novato, Menlo Park, Mill Valley, Concord, and Mountain View).

CBS 5 participated in a forum entitled "California Voices", in partnership with the League of Women Voters, the California State Library and Literacy Services, the Easy Voter Guide, and the San Francisco Chronicle. The objective of the forums was to increase engagement with the November 2004 election, especially among underserved audiences – middle to low income, adult literacy students, and adults with English as a second language. The questions/issues were developed via interactive activities with underserved populations. Six libraries across the state served as regional hubs for a forum and videoconference in August covered by CBS 5 News. Community Colleges participated as well by involving students in the process of discussing issues, preparing questions for the candidates and viewing/participating in the candidate forum. At the conclusion of the August forums, three issues emerged as the key issues facing California: jobs, health care, and education.

Station Participating in Community Activities – continued:

Project Open Hand 20th Anniversary Kickoff Fall 2004

UPN Bay Area is in the midst of producing a public service campaign highlighting the 20th Anniversary of Project Open Hand. The PSAs will be developed from the Oral History Project that was launched on October 4th.

Project Open Hand provides food and nourishment to improve the quality of life for the men, women and children it serves. Project Open Hand programs include: meal, grocery and nutrition counseling for people with symptomatic HIV and AIDS; lunch and nutrition education for people over 60 years of age; meal service for homebound and critically ill people under the age of 60.

United Negro College Fund Telethon December 2004

Plans are underway to have UPN Bay Area air the UNCF Telethon. The taping of the event is held in December with airing of the telethon the first week in January. This year will be the 26th year of the telethon, and the 10th year the telethon has aired either on UPN Bay Area or CBS 5.

Black Expo

For the past two years CBS 5 and UPN Bay Area have participated in the Black Expo held in Oakland, California. Station personnel distributed brochures about AIDS/HIV prevention. Additional community information about literacy and education in school were also distributed.

Hispanic Heritage

CBS 5 and UPN Bay Area launched a special "Hispanic Heritage Month PSA" Campaign. It was a multicultural salute to the Latino Community. More than 20 individuals were asked to represent their organizations in salute to the Latino Community. The majority of the community leaders were Latino, but also Caucasian, Asian, and African Americans took part in the salute in support of the Latino

community. The campaign lasted for six weeks. The project culminated with a reception honoring community leaders of the Latino community at CBS 5/UPN Bay Area. It was a multi-cultural event that highlighted the Mexican Museum, a Latino non-profit that preserves Mexican art for the entire community.

Blood Drives

CBS 5 and UPN Bay Area hold two blood drives per year at the station. The blood drives are promoted on-air and supported through news live shots.

Additionally this past year CBS 5 – in anticipation of the 49er and Raiders' pre-season game – worked with the American Red Cross, Blood Centers of the Pacific, and Stanford Blood Center to develop a special blood drive. The blood drive called "Battle for Blood" was a unique way for viewers to support their favorite team and help boost much-needed blood supplies. After donating blood, fans indicated which team they wanted their donation counted towards. Results were tracked during the week and progress was announced daily on CBS 5 News. The team (49ers) with the most blood donations in its name was announced during the 49er/Raider pre-season game airing on CBS 5.

Station Participating in Community Activities – continued:

Both stations support several charities – ranging from employees serving on non-profit boards or executive committees (Juvenile Diabetes Research Foundation, World Affairs Council of Northern California, Exploratorium, United Way of the Bay Area), to purchasing tables at fundraising events, to donating to worthy causes throughout the year.

Jefferson Awards 2005

Beginning in January 2005 CBS 5 will begin a media partnership with the Jefferson Awards for Public Service. The mission is to encourage and honor individuals for their achievements and contributions through public and community service.

CBS 5 will produce a weekly segment honoring such individuals and locally based community organizations. The segment will air during three separate newscasts. The CBS 5 honoree will be profiled in the San Francisco Chronicle and our segment will air on KCBS Radio.

KSTW –TV
Seattle, WA
Localism Initiatives

Local News

KSTW airs 10pm newscast Monday-Sunday. KSTW launched nationally syndicated morning newscast, “The Daily Buzz” from 6am-9am Monday-Friday in September 2004. We began including two daily local cut-ins to “The Daily Buzz” in November 2004. The local cut-in includes feature stories focused on people and places of interest in our local community. The 10p top news stories are updated and promoted on our local website daily.

Local Public Affairs

KSTW airs weekly public affairs program NW Inside Out. Topics for this half hour program include: The Museum of Flight, opening of the new Seattle Library, Washington State Smoking Band, Wild NW Salmon, NW Japanese Festival and more. Weekly host Erin Mayovsky interviews local representatives related to NW issues. An unbiased look at local issues provides an in depth look at issues impacting The Pacific Northwest.

Six news specials are produced and aired through the year focused on Native American Indians. “Northwest Indian News” is a joint venture between KVIS in Bellingham, Washington and KSTW.

Creating or Selecting Programming

KSTW representatives meet with community leaders on a monthly basis to help determine which issues are of importance to its viewing audience. All programming viewer feedback is recorded via log or email. All email complaints are routed to the appropriate manager in engineering, programming, sales and general management and saved in the public file. KSTW does not air Internet gaming, 900 numbers or spirits advertising. All local live programming is monitored and delays/edits are used for inappropriate content.

KSTW preempts network programming for MLB, The Seattle Mariners.

Emergency Programming

KSTW utilizes breaking news coverage provided by the local CBS affiliate. This includes severe weather, natural disaster and major catastrophic event impacting our viewing area.

Political Programming

KSTW airs “Make it Count” produced by WCBS in NY. This is a weekly detailed analysis of the presidential campaign. Detailed description of “Make it Count” is included on the local website. Additionally, polling and local political coverage is included in 10p newscasts.

Civic, Cultural and Other Community –Responsive Programming

Native American News- Six ½ news specials airing at Saturdays at 10:30am

International District (Asian American Parade) two hour live broadcast one time per year.
Daffodil Parade- Two hour live broadcast

Marysville Strawberry Festival- Two hour live broadcast
Winterfest- five half-hour specials promoting family activities in downtown Seattle.
KSTW airs 35 Mariner games, 35 pre-game shows and 35 post-game shows
KSTW also airs “Mariners Care” public service campaign- 60x
Religion- James Roberson 5x per week, In Touch Ministries 1x per week, The River of Life Fellowship 1x per week, Spiritually Speaking 1x per week.

Music

KSTW had local bands submit tapes for a showcase of local music. The station provided live cut-ins from the venue supporting local music. One local band won a cash prize to help in producing their CD.

Smooth Jazz TV- one half-hour program promoting local jazz musicians in partnership with local jazz radio station. Aired Saturday 12:30a-1:00a.

World of Festivals- locally produced one half-hour show that promotes regional music festivals. Aired four times per year in various time periods.

Station Participation in Community Activities

KSTW provides air talent to host numerous community fundraisers. Examples of this include Leukemia Society, Ronald McDonald House, American Diabetes Association, Pacific Science Center etc.

Station Executives are on the boards of Ronald McDonald House, Poncho, Humane Society and Washington State Association of Broadcasters.

Community events are highlighted in a segment airing 10 times per week called “Hometown Happenings”. This program is also on the website and updated weekly.

KSTW aired public service campaigns in 2004 including Partnership for a Drug Free Washington, Environment “Bert the Salmon”, Seattle Art Museum, “Call Before You Dig”, Washington Traffic Safety, Lewis and Clark “Connect with Kids”, Helping People Help Themselves, Driving Safety, Veterans, Wildfire Protection/Washington Forest Protection, Washington Aids Foundation, Baseball Hall of Fame, Anti Tobacco Initiative.

**WTOG-TV
Tampa/St. Petersburg, FL
Localism Initiative Report**

Local Public Affairs

- WTOG has a weekly half-hour public affairs show called **Bayside**. The program subjects range from diversity, community, education, charity, disability, and political. Examples of such programming are:
 - Discussion with local Black leaders on Malcolm X, the Civil Rights Movement and TOBA specific information.
 - Tampa Bay Performing Arts Center discuss the upcoming 2004 TPBAC Education Center activities as well as the TPBAC Diversity Board and their community involvement.
 - MacDonald Training Center which is a leading facility in the Bay area dedicated to improving the quality of life for people with disabilities.
 - Black History Month
 - Leadership initiatives, economics and business development in St. Petersburg and neighborhood gentrification.
 - Pinellas/Hillsborough Supervisor of Elections discussed the upcoming election season.
 - Local leader who is advocate for the homeless discussed projects that he is involved in to improve the facilities for the homeless.
 - Abilities, Inc. and organization that serves people with disabilities, sponsors a program called Homes for Independence that help people find suitable, affordable housing in Pinellas County.
 - AIDS Partnership
 - Vitally Interested Volunteers for the Florida Orchestra (VIVO) is an organization that provides support/fundraising for the Florida Orchestra.
 - Junior Achievement discussed Enterprise Village, a facility that simulates business situations for middle school aged students.
 - Bay Area Commuter Services and the importance of alternatives to driving to work including car and vanpools and Ride Share.

- Kimberly Home Pregnancy Resource Center shared general information about Kimberly Home, which provides resources for young women and families in difficult pregnancy situations.
- Hillsborough County Fire Fighters discuss upcoming motorcycle ride, which is a fundraising event for Muscular Dystrophy Association.
- Faces of Courage a non-profit organization working to better the lives of children battling cancer.
- Lighthouse Credit Foundation a non-profit organization helping people manage debt.
- Concerned Parents and Kidz is a non-profit serving families and kids with substance abuse problems.
- National Coalition for Community Justice an organization whose mission is to fight bias, bigotry and racism in the Tampa Bay area.

Emergency Program

- Participate in Amber Alert
- Run crawls during severe weather
- Produced series of Public Service Announcements (PSA) that informed our viewers on all emergency services.

Political

- Produced and aired a series of PSAs using State Attorney General, Charlie Crist, encouraging our viewers to register to vote.
- Currently running a weekly political half-hour produced by Viacom, called "Make it Count"

Civic, Cultural and Other Community Activities

- WTOG participated in the MacDonald Training Center fashion. This fundraising event helps people with disabilities. UPN 44 donated pocket-sized mirrors for all attendees of the fashion show.
- Gulf Beaches Marathon is an annual event that WTOG participated. UPN 44 team members dressed up as various UPN 44 TV show characters and handed out water and cheered the runners on.
- Abilities Foundation annual Wine Tasting. WTOG toured the facility. Abilities Foundation is an organization that helps the handicap to meet their every day needs.
- Our station participates in the Junior Achievement and their volunteer programs.

- WTOG joins with Pinellas Technical Education College (PTEC) for Job Shadow Day. A production student from PTEC spent several hours with our production team this year on a shoot, as well as time editing on the on-linear system.
- WTOG is the official sponsor of the St. Petersburg Festival of States. The Festival is considered the “South’s Largest Civic Celebration”. The organization is a non-profit group, which is made up of business and professional people. The mission is to showcase the city of St. Petersburg and the talents of Pinellas county students and residents. Last year was the 83rd edition of the Festival of States. WTOG was responsible for producing and airing the annual live parade.
- Faces of Courage is an organization that helps provide for the needs of kids with cancer and the needs of their parents. WTOG attended this fundraising event.
- WTOG employees participate in a quarterly blood drive conducted by the Florida Blood Services.
- Annual St. Pete Beach Classic Run/Walk to benefit area charities.
- WTOG attended the Candlelight Memorial for those members who have succumbed to AIDS over the last 20 years.
- Bowl-A-Thon which benefits Junior Achievement organization. UPN 44 has been involved in this fundraising for this organization for several years.
- After Hurricane Charley, WTOG partnered with WILD, a local Infinity station, to collect money for the hurricane victims. We collected a total of \$2000 which helped us to purchase supplies for the Port Charlotte area, one of the many communities that were devastated by the hurricane.

Website

- UPN44 Works has job opportunities of the week listed on the website with links to the local employers.
- Organizations that wish to have events posted can e-mail us with the information and it is posted under our Around Town link.
- Hurricane Relief Information was posted under the Around Town link that directed our viewers to the various agencies that were assisting after the hurricanes occurred.